

MASTERING MAGAZINE PRODUCTION

This three-day program is geared toward production managers who work for large companies and find their jobs too specialized to give them a broad understanding of operations, and for production people who work for smaller companies and need to know about all aspects of manufacturing and distribution in order to do their jobs well. **A Production Management Certificate will awarded upon completion.**

DayOne Printing, Binding, Paper and Distribution

Printing

- Latest technology
- Waste control
- Quality issues
- Print by the (densitometer) numbers, or match the proof?

Binding

- Binding methods comparison
- Inserts, onserts and polybagging
- Ink jetting
- Barcoding
- Demographic selectivity

Distribution

- Newsstand realities
- Postal service
- Dynamic entry
- Co-palletizing, co-mailing and the world of freight
- Tear sheets, show copies and miscellaneous mail

Paper

- How it's made
- How it's measured
- How it's purchased
- How to control costs

DayTwo Prepress: Start to Finish

File formats: Where are we now?

- How is the PDF/X family handling trapping, color management, fifth color, spot color and other issues?
- What is JDF, and how does it affect a PDF workflow?

File transfer: How we move data

- CDs, ISDN, FTP, T1-3, WAN--What's in a name?

Archiving and asset management: How we store and retrieve data meaningfully (vendor demos)

- What do we archive? How long do we need it? Where do we keep it? Who else can have it?

Remote file management: Can we reduce prepress steps?

- What prepress services are we buying? Where does true page release occur?

Soft proofing: Is it hype? (vendor demos)

- Soft proofing for color and content

Ad tracking and mapping: Can software help?

- Mapping different scenarios, cost estimating options, position protection and print order creation

DayThree Communication

How your contract relates to your vendor communications

- Key clauses that affect your day-to-day business
- What you should know when speaking to your advertisers and publishers

The contractual nature of your print order

- Counts, forecasts, inserts and color

How to troubleshoot when problems arise

- Cause of problem
- Significance of problem
- Options for repair

How to handle print problems with your publisher, editors and advertisers

- The value of a documentation process
- What to say before you've investigated a problem

Building authority in the production department

- The numbers game
- Budgets: Developing and analyzing them

Handling lateness

- Tracking consequences and costs
- Workflow issues
- Communication issues

Instructor: Dedra Smith is President of Printmark West, Inc. She has been providing manufacturing, scheduling and workflow expertise to publishers of large and small enterprises since 1990. She has worked in the publishing arena since 1970, and prior to establishing her consulting firm directed manufacturing for Pactel, Murdoch Magazines, and Reed Elsevier. See website for guest speakers.

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| for: | Production managers who want to learn a broader understanding of operations and all aspects of manufacturing and distribution. |
| date: | November 8-10, 2006 |
| time: | 9:00 a.m. to 5:00 p.m. each day (<i>Breakfast and lunch will be served.</i>) |
| place: | MPA Conference Center, 810 Seventh Avenue, 24 th Floor, New York City (Between 52 nd and 53 rd Streets) |
| fee: | MPA member companies - \$995 per person; Nonmember companies - \$1595 per person per session. Group discounts available. |
| voucher program: | 12 (twelve) vouchers |



MPA CareerTrack 2006 Registration Form
MASTERING MAGAZINE PRODUCTION
 MPA Conference Center
 810 Seventh Avenue (bet. 52nd and 53rd St.), 24th Floor
 New York, NY 10019

Three Ways to Register:

- Online www.magazine.org/careertrack
- By Fax (212) 371-3165
- By Mail Magazine Publishers of America
810 Seventh Avenue, 24th Floor, New York, NY 10019

Session is 9:00 am to 5:00 p.m. each day. Breakfast and lunch will be served.

November 8-10 **MASTERING MAGAZINE PRODUCTION**

Registration fee includes networking breakfast, lunch and course materials.

| | INDIVIDUAL SESSIONS | GROUP* |
|--------------------------------------|--|--------|
| <input type="checkbox"/> MPA Members | \$995 per person | \$745 |
| <input type="checkbox"/> Nonmembers | \$1595 per person | \$1345 |
| <input type="checkbox"/> *Group | Two or more must register at the same time and be employed by the same company. Please photocopy this form for each additional registration. | |

Questions/more information: Call MPA Events at (212) 872-3755 or e-mail mpaevents@magazine.org.

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