

## AD MATERIAL SPECIFICATIONS

### AD FILE FORMATS

#### InDesign CS3 or lower

- Include all fonts.
- All images and files **must** be 300 dpi.
- Files and images **should be** in CMYK. We can accept RGB and Spot color files and images, but we must convert them to CMYK, which will slightly affect the color.

#### Illustrator CS3 or lower

- Save image as an .eps file.
- All fonts **must** be created to outlines.
- All images and files **must** be 300 dpi.
- Files and images **should be** in CMYK. We can accept RGB and Spot color files and images, but we must convert them to CMYK, which will slightly affect the color.

#### PDF files

Before you creating a PDF make sure:

- All fonts embedded, the correct mode (i.e. CMYK or Grayscale), all spot colors **must** be converted to CMYK., all submitted images and files **must** be 300 dpi.
- When creating a PDF use the **PDF/X1a:2001** setting.

### SENDING FILES BY SHIPPING SERVICE

- Please **do not** use the US Postal Service. Instead only use a shipping service that gives a tracking number like Fed Ex, UPS or DHL. We only accept files on CD-ROM.

### SUBMITTING FILES BY UPLOADING

- If the file size is under 30 MB, you can upload through our website. Call for full details (480) 425-0806.
- If the file size is over 30 MB you can upload to our ftp site. Call for full details (480) 425-0806.

When emailing artwork please use a file compressing program like Stuffit© or ZIP. Please fax a laser proof to (480) 425-0724 Attn: Production Department. If a color calibrated proof is not provided with 4 color ads, the publication cannot be held responsible for correctness of color.

#### Amendments

Any amendments required to your file, at plate stage will incur an extra charge.

#### Accepted proofs

We only accept digital high-res proofs e.g.:

1. Kodak© APPROVAL Proof
2. Digital Cromalin

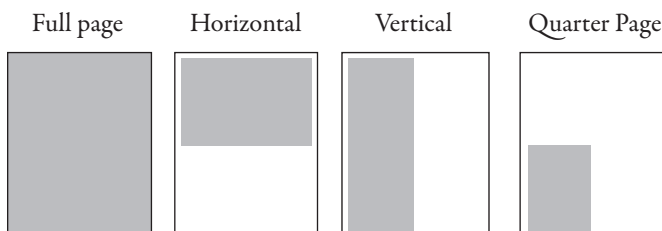
Color proofs provide a visual guide to the color and content required on the printed page and are an integral part of the printing process. If you cannot provide the above mentioned proof then we can accept a color target print ( a target print is any print out of the ad that the advertiser is happy with, which we can use to verify color). With the color target print, we cannot guarantee an exact match, but we will make every effort to achieve the target color. Color adjustments can only be made to workable files that include all high-res images and fonts. No color adjustments will be made to PDF files, with or without a provided color target.

#### Final checklist

Please ensure these tasks have been completed for every job prior to sending files to us.

- ✓ Have you supplied a laser copy proof if your ad is mono?
- ✓ Have digital color proofs for each page been supplied?
- ✓ Have all graphics been saved in CMYK mode?
- ✓ Have you allowed at least 1/4" bleed past page trim?
- ✓ Have all elements from the pasteboard been removed before saving the file?

## MATERIALS SIZES



Size	Width	Height
Full page live area	7.25"	10.25"
Full page trimmed	8.25"	10.75"
Full page bleed	8.5"	11.0"
Half page horizontal	7.125"	4.77"
Half page vertical	3.46"	9.75"
Quarter page	3.46"	4.77"