

# Ad Specifications and Submission

- Seasons is layed out using Adobe InDesign on a Mac-based system.
- Printing is digital direct-to-plate on a web press with saddle-stitch binding.
- Stock is a bright-white gloss sheet with good opacity system.
- It is critical for print quality that ads are submitted following our instructions.

## **Files under 10 megs can be e-mailed to your account representative. Larger files should be submitted on a CD.**

We strongly recommend using a compression or archive program such as Stuffit or Zip to contain and protect files traveling through e-mail. Include ad designers contact information should technical questions arise.

### **Digital file formats accepted:**

Press quality PDF preferred. Fonts embedded, CMYK color only, 300 dpi or above resolution, bleeds must extend 1/8".

We recommend sending native files as well as the final PDF. This is for back-up in case your PDF file has any problems that have to be fixed in pre-press. In that case, there may be fees charged back to the customer for time spent re-working or re-sizing an ad file.

**Also accepted:** Native files created with: Adobe InDesign, Adobe Illustrator, Photoshop, Freehand. Complete .eps or .tif files are also accepted.

Note: If color is critical, you must include a press-quality color proof and we will match as closely as possible on press.

## Ad creator checklist

- ✓ Confirm correct ad size and that you have included the bleed in your PDF.
- ✓ All images are set up for 4-color printing. Convert all RGB, spot colors, or duotone artwork to CMYK.
- ✓ Image Resolution is 300 dpi minimum for photos/halftones. 700 dpi is recommended for line art (ie. logos.)
  - Be careful that image files are not overly enlarged which reduces their ultimate effective print resolution.
  - Artwork cannot generally be pulled from web sites as the resolution is far too low-res to print properly.
  - Be aware of copyright issues. Advertisers assume full responsibility that they have appropriate usage rights for any images, fonts, copy, logos or other materials.

### **AD SIZES**

#### **FULL PAGE: 7x10**

- Framed up size, no bleed.

#### **FULL PAGE: 8.5x10.875**

- trims to 8.5 x 10.875
- 1/8" bleed beyond trim
- Safety margin: all live printing should be a minimum of 1/4" from gutter and outer edges

#### **BACK COVER: 8.5x9**

- trims to 8.5 x 9
- 1/8" bleed beyond trim
- Safety margin: all live printing should be a minimum of 3/8" from gutter and outer edges

#### **HALF PAGE: 4.875x7**

- Half-page, no bleed, horizontal ads generally run adjacent to editorial material but may share a full page with other ads.

#### **QUARTER PAGE**

- 3.375x4.875 Vertical

#### **EIGHTH PAGE**

- 3.375x2.33 Vertical

Please contact your sales representative for special sizing or instructions on bind-ins or other inserts.

### **2011 DEADLINES**

#### **SPRING**

- *March 10, in home 04/08*

#### **SUMMER**

- *June 03, in home 06/24*

#### **AUTUMN**

- *September 01, in home 09/23*

#### **WINTER**

- *November 11, in home 12/02*

*Seasons*  
PUBLICATIONS, LLC