

## MECHANICAL REQUIREMENTS

DIMENSIONS	WIDTH	HEIGHT
<b>Fractional Ads</b> (No bleed on fractional ads.)		
2/3 vertical	4.4375"	9.75"
1/2 horizontal	6.75"	4.75"
1/2 island	4.4375"	7.25"
1/3 vertical	2.125"	9.75"
1/3 square	4.4375"	4.75"
1/4 page	3.25"	4.75"
1/6 vertical	2.125"	4.75"
1/6 horizontal	4.4375"	2.25"
<b>Full Page Ad</b> (Live matter not intended to bleed should be kept 0.375" from the trim.)		
Trim Area (document should be set to this size)	8.375"	10.875"
Bleed Area (.125" beyond trim/document size)	8.625"	11.125"
Live Area (.375" inside of trim/document size)	7.625"	10.125"
<b>Spread Ad</b> (Live matter not intended to bleed should be kept 0.375" from the trim.)		
Trim Area (document should be set to this size)	16.75"	10.875"
Bleed Area (.125" beyond trim/document size)	17"	11.125"
Live Area (.375" inside of trim/document size)	16"	10.125"
DOCUMENT: Please build spreads as two facing pages at 8.375" x 10.875" (trim size). GUTTER: .375" (from live to trim) x 2(pages) = total gutter width of 0.75".		

### PHYSICAL SPECIFICATIONS:

**Trim Size:** 8.375" x 10.875"  
**Printing Process:** Web Offset, SWOP  
**Binding Method:** Perfect

### REMINDERS WHEN PREPARING FILES:

1. Forward these specifications to all involved production and prepress providers
2. Set zero point at (0,0) to trim before generating file.
3. Colors are process separation. We print CMYK only. Any PMS spot colors used will be converted to process.
4. All legible items are to be within live area. All images must be within .375" from trim. Provide .125" beyond trim on all sides for bleed (no items should bleed on fractionals).
5. Include trim and center marks on PDF. Offset trim marks at least 12 pt.
6. Do not use Truetype fonts or enable separations; files must be CMYK composite.

## DETAILS

### FILE NAMES:

Label files with your advertiser name, issue month and year  
 Example: a Cadillac ad for the Feb/Mar 2006 issue would be: Cadillac\_FM\_06.PDF

### FILE FORMATS:

#### WE REQUIRE A "PRESS-OPTIMIZED" PDF OR PDF/X-1A

- **"PRESS-OPTIMIZED" PDF** PDFs (Portable Document Format) use your original high-resolution images (266-300dpi) and are the highest quality so professional printing can be optimal. All original images must be CMYK. All fonts should be embedded (avoid TrueType fonts). Do not save TIFF or EPS files with embedded color management profiles. Do not use LZW compression on TIFF files. Do not use TrueType fonts.
- **PDF/X-1a** A certified "press-ready" PDF document. PDFs (Portable Document Format) use your original high-resolution images (266-300dpi) and are the highest quality so professional printing can be optimal. In addition, the document must pass a stringent set of "preflight" tests to determine its suitability for printing.

**HARD COPY & PROOFS:** Contact color proof made from final digital data is required for color matching. Please include color bars and trim marks. Color laser prints are accepted only for layout verification. We recommend the use of SWOP certified digital proofing systems.

**NATIVE APPLICATIONS:** Native applications are NOT accepted for run-of-book ads; submit files as PDF or PDF/X-1a.

## PDF FILE GUIDELINES

### Getting Your Computer Ready

"Portable" and "Reliable" are the two defining words of PDFs (Portable Document Format). Being "portable" means that PDFs can minimize problems that can occur when you exchange files from different platforms. PDF files are more "reliable" because they are smaller than PostScript and application files with none of the issues regarding fonts and graphics, IF they are created properly.

PDFs

Adobe Acrobat ([www.adobe.com](http://www.adobe.com)) is the software of choice by most pre-press houses to produce the best quality PDFs. The Acrobat Distiller Job Options standards are "Screen-Optimized", "Print-Optimized" and "Press-Optimized".

### "Press-Optimized" PDF

We recommend using Adobe Acrobat Distiller to create Press-Ready PDFs. There are other ways to produce PDFs also, usually from within a software program, but if the software does not use Adobe Acrobat Distiller it could lead to unexpected results later in the prepress workflow.

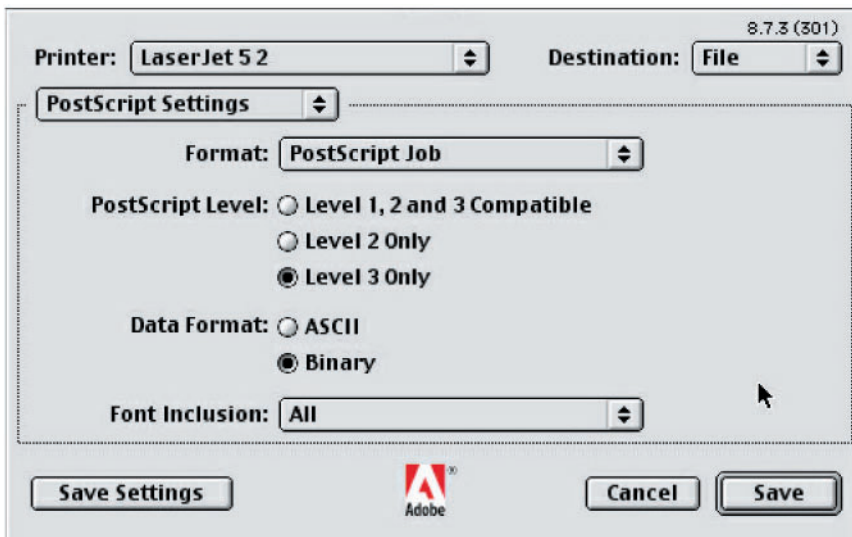
To create a good PDF file from an approved application file, follow these recommended steps:

1. Print PostScript "to file"
  - never "Save pages as PDF"
2. Convert to PDF or PDF/X using Acrobat Distiller
  - The following are not allowed in the PDF/x specification:
    - JBIG and LZW compression
    - Department Security
    - Embedded Scripts, Actions, and Postscript fragments
    - Customer transfer curves, halftones, halftone phases, and rendering intents
  - The DCS can provide Distiller job options to facilitate PDF creation

### PDF Tips

When used with Adobe Acrobat Distiller, these tips will help you to produce high-quality PDFs that meet our publishing requirements.

1. The page size in your layout application should be the trim size if it's a full page ad, or the ad dimensions if it's a fractional ad. We can not adjust the size after the PDF is created.
2. If the file is supposed to bleed, make sure the bleed is at least 1/8" (0.125") off the page all the way around.
3. Critical elements such as text or logos should be kept within the "live" area, 1/4" (0.25") away from trim to avoid clipping if magazine trim is off slightly.
4. Do not put two or three pages together on one larger page. Create a separate page for each ad.
5. Make sure all photos, images and graphics are CMYK (Cyan, Magenta, Yellow, Black) color mode and not RGB color mode.
6. Avoid and spot colors unless they have been converted to CMYK. These print unpredictably.
7. Photos and graphics, whether black & white, grayscale or 4-color (CMYK), need to be 266-300 (dots per inch). Anything less will produce poor, fuzzy quality printing. The only exceptions are if your images are going to be reduced 40% or smaller in your application file, or 96dpi images are reduced 50% or smaller. Keep this in mind: sizing an image improves print quality but sizing an image reduces print quality.
8. All art should be in either EPS, TIF or JPG format. Do not use images that you've down loaded from a website. The resolution is generally not high enough quality – usually only 72 dpi.
9. Do not use (Windows MetaFile) art .WMF
10. If using TIF images, do not use .LZW Compression
11. Do not select a black & white or greyscale TIF image and click a color from the color palette of your layout program to colorize it. Chances are that it will print as black & white.
12. Illustrator and Freehand file blends print unpredictably when saved in PDFs. Create blends in PhotoShop instead.



### Printing PostScript "to file"

- select a PostScript printer PPD or the Distiller PPD that was installed with Acrobat
- Convert PostScript file to "Press" PDF or PDF/X using Acrobat Distiller