

Digital Ad Submission Requirements

FILE FORMAT

The preferred format is PDF/X1a or a High Resolution (For Press) PDF with fonts embedded, compatibility Acrobat 4 (PDF 1.3). The following applications source files are accepted and are expected to follow all requirements in this document:

- QuarkXpress
- InDesign
- Photoshop
- Illustrator
- Pagemaker

SUPPORT FONTS

- Use of only Postscript Type 1 or OpenType fonts
- Use of any other fonts (ex. Type 3, Multiple Master or CID) will be rejected
- Include fonts for document and any embedded graphics

SUPPORT IMAGES

TIFF and EPS files are encouraged and should conform to the following minimum resolution specifications:

- Grayscale and Color images: minimum 300 dpi
- Line art (Bitmap) images: minimum 1200 dpi

PAGE LAYOUT

- Full page ads should include an 1/8" bleed image on all four sides
- Ads that are not full page ads should not have any bleed
- Full page ad files will include trim marks with 1/8" setback
- Trim size: 8.375 X 10.8125 (50p3 X64p10.5)
- Supply ads as single page files only
- No live area is to be within 1/4" of trim size
- All fonts and graphics must be either embedded or included with the files
- All color ads should be supplied as composite CMYK files
- DO NOT nest EPS files within EPS files
- All rules and line art images should be a minimum 1/3 pt (p3) thickness (1/2 pt for reverses)

COLOR SPACE

- All color images and files are to be supplied in CMYK or Gray Color Space
- Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image
- Files supplied should NOT include ICC Profiles or contain any other form of color management

SPOT COLORS

- Spot colors are to be identified by the correct Pantone, solid coated PMS number
- PMS colors will be converted to process
- Use consistent Pantone, solid coated PMS color naming in all applications

RICH BLACK

- Use C 40% M 20% Y 20% K 100% for all rich blacks

TRAPPING AND SCREENING

- Files are NOT to be trapped or prescreened

PROOFS

- Ads supplied require 100% size PDF soft proof and must include a SWOP proofing bar
- Lasers should also be supplied for confirmation of ad content

MEDIA

- CD-ROM or DVD is preferred
- To arrange FTP transfers, contact your Sales Representative
- Email attachments of less than 6 MB are acceptable

ATTENTION ART OR MEDIA DIRECTORS: Please reference the edition (Year, plus, Spring/Summer or Fall/Winter) this ad is to appear. Please provide your name, email address and phone number. If you mail a disk, please remember to include a laser proof of ad(s) as a checking copy.

Production Questions? Contact Lynne Duke, Co-Founder/Associate Editor lynne@retireingeorgia.com or 678.628.3905.