

## DIGITAL AD SPECIFICATIONS

(Replaces all previous specs)

**1. Binding Method & Printing:** Perfect bound  
Web off-set printing. Digital direct to plate.

<b>2. Size:</b>	<b>Page</b>	<b>Spread</b>
Bleed Size	8 1/2" x 11 1/8"	as single pages
<b>Live Matter</b>	<b>7" x 9 1/2"</b>	<b>each 7" x 9 1/2"</b>
Non-bleed Size	7" x 9 1/2" each	7" x 9 1/2"
Trim Size	Various	Various

**IMPORTANT: Due to the multiple trim sizes that our inserts must accommodate, adherence to LIVE MATTER SPECS is imperative.**

**For a Spread:** Provide single pages with positioning proofs.  
**Note:** Your ad will be running in magazines with varying trim sizes. Live matter should be positioned vertically on an 11-1/8" page 1" from top bleed edge and 5/8" from bottom bleed edge. You must give us the full bleed size as specified above to ensure proper bleed for all magazines.

### 3. Digital Ad Specifications

Preferred File Format: PDF-X1A

Acceptable File Formats:

Quark XPress, In Design, Adobe Illustrator.

**Provide all fonts, included images at 300dpi in CYMK, no spot colors included**

Acceptable Media: CD or Electronic Transmission.

### Media Labeling Requirements:

Advertiser, Market, Network(s), Issue Date, Agency Name, Phone Number, Vendor Contact, List of Contents.

### 4. Desktop Instructions

Use stylized fonts and do not apply style attributes to basic fonts. All elements must be placed 100% size. Avoid rotation and cropping of images in layout program. Include all fonts, images/scans, logos/art-work. Do not nest EPS files in other EPS files. All images/scans and Pantone color must be in CYMK mode. **AD•INK reserves the right to charge for processing time in the event the file does not meet ad specification guidelines.**

### 5. Types of Proofs

Every ad **MUST** have an accompanying proof generated from the submitted digital file.

Acceptable contract proofs include:

- Kodak Approval (preferred)
- Imation Matchprint
- Fuji Finalproof
- Polaroid Polaproof

Color Calibration: All proofs must be made according to SWOP standards. **Proofs that do not meet SWOP criteria will be used for content and color break only. If we do not receive a contract proof we cannot verify that the ad will print as you expect.**

**AD•INK DOES NOT ACCEPT RESPONSIBILITY FOR AD MATERIALS CREATED OR MODIFIED BY AD•INK EXCEPT THOSE APPROVED & SIGNED BY CLIENT PRIOR TO OR THE DAY OF THE DEADLINE.**

### 6. Production Costs and Procedures:

- If you resend an ad because of a problem concerning specifications, you will be charged a **\$90** fee for reprocessing.
- For additional prepress work you will be charged a **\$70** fee or be billed at prevailing rates.
- If you want AD•INK to provide a **contract proof**, the ad file must arrive at our prepress at least one week before deadline. There is a **\$125** charge for this service.
- Ad materials will be held for up to six (6) months and then may be destroyed unless otherwise specified.
- If you request a copy of your ad file(s), it can be sent electronically or shipped by carrier. There will be service and shipping charges associated with this service.

### 7. IMPORTANT: A Digital Ad Submission Form

is required with all ads. You can download a digital ad submission form from:

<http://www.adinknetwork.com/production> (scroll down to #7)

**Ship ad materials to:**

GHP - Attn: Dept. AD•INK  
475 Heffernan Drive  
West Haven, CT 06516  
Tel: (203) 479-7500  
Fax: (203) 479-7575  
Email: [production@ghpmedia.com](mailto:production@ghpmedia.com)  
(E-mail file no larger than 1MB)

### 8. Uploading Your File

To upload your files go to:

[www.adinknetwork.com/production](http://www.adinknetwork.com/production) to download an uploader application (scroll down to bottom of page) where you will find instructions and an upload utility.

If you Upload your files please fax the Digital Ad Submission Form to GHP so they can find and recognize the ad. In addition, you **MUST SHIP A FILE PROOF** to GHP.

**Conventional Film is NOT ACCEPTED**

**IMPORTANT: Files and images not meeting these requirements are subject to rejection or additional billing charges. AD•INK reserves the right to reject an ad because of inappropriate subject matter. All ads must adhere to all ASME (American Society of Magazine Editors) Guidelines.**

Direct questions to: Production Department.

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