PRINT MECHANICAL GUIDELINES

ЯEADER

Final art submission deadline is Noon Friday, the week before publication. Please contact your account rep to confirm special issue early deadlines or if you need to have your ad checked before submission. We are not responsible for digitally submitted ads that do not follow these guidelines.

SUBMISSION FORMAT

Ad submissions must be PDF/X-1a
- Files should be either grayscale or CMYK.
- Do not use RGB, LAB, spot colors or embedded color profiles such as ICC profiles.
- Embed all fonts. Do not use True Type fonts.
- Resolution: 300dpi
- Maximum ink density: 240%
- Do not include crop, bleed or registration marks.
- Accepted compression: .zip

We do not accept InDesign, Illustrator, Photoshop, Quark, Microsoft Word, Works, Publisher, Word Perfect, PowerPoint, Corel Draw, Freehand, or PageMaker documents.

NAMING FILES

Label your file simply with the name of your company and publication date (e.g. CompanyName_MMDDYY.pdf). When emailing, copy this name in the subject line. Label should not include more than one period or extraneous punctuation. Underscores are acceptable.

LEGIBILITY

Fine Rules and Small Type

Rules that are 4 points or less, as well as small type (ie. sans-serif type 7 point or smaller, or serif type 12 points or smaller) should be reproduced as single-plate cyan, magenta or black only.
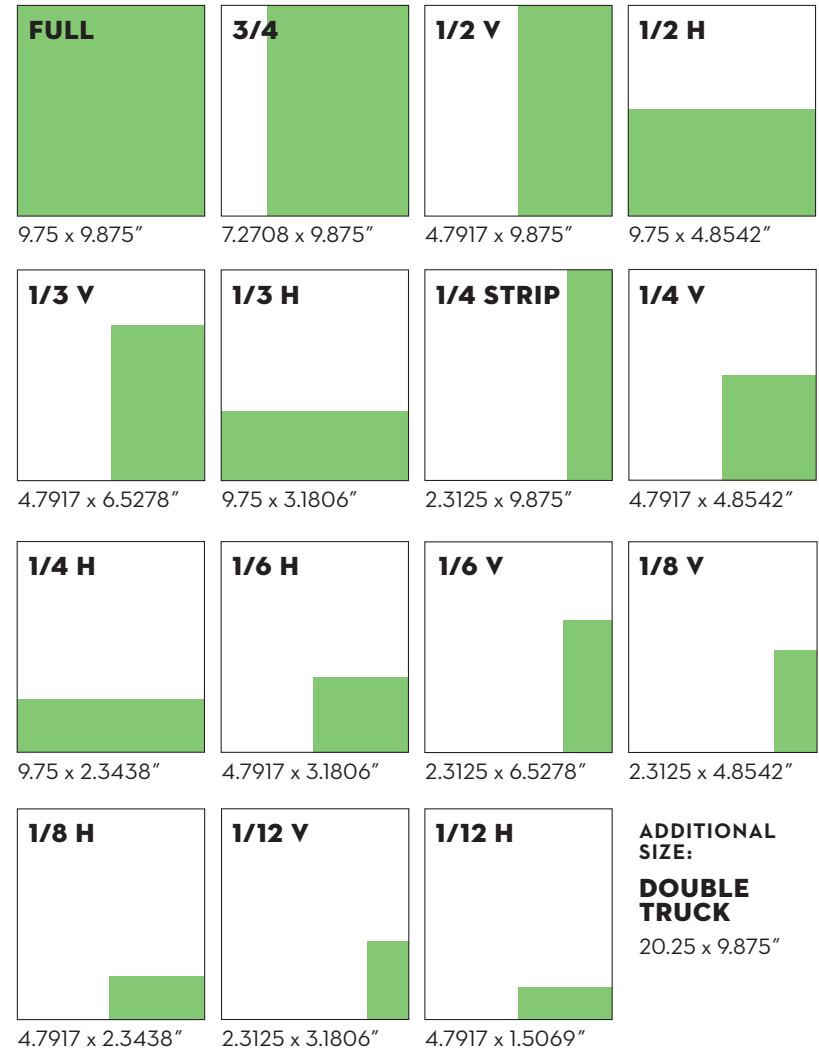
Reversed Rules and Type
- Type smaller than 12 points should not be reversed on a background.
- Reversed serif and fine-serif type — even if sized larger than 12 points — may not reproduce as desired.
- Reverse type should not be positioned within yellow or screened areas containing less than a 70% screen density.

Screened Type
- When using screened type, heavy/bold fonts work best.
- Generally, text screened at 80% or more will reproduce as a solid.
- Light screened type may not reproduce well.

Rich Black
- Rich black is a screen of black plus cyan, magenta or yellow.
- Fine/small black type and graphics reproduce best at 100% black.

FULL 9.75 x 9.875″	**3/4** 7.2708 x 9.875″	**1/2 V** 4.7917 x 9.875″	**1/2 H** 9.75 x 4.8542″
1/3 V 4.7917 x 6.5278″	**1/3 H** 9.75 x 3.1806″	**1/4 STRIP** 2.3125 x 9.875″	**1/4 V** 4.7917 x 4.8542″
1/4 H 9.75 x 2.3438″	**1/6 H** 4.7917 x 3.1806″	**1/6 V** 2.3125 x 6.5278″	**1/8 V** 2.3125 x 4.8542″
1/8 H 4.7917 x 2.3438″	**1/12 V** 2.3125 x 3.1806″	**1/12 H** 4.7917 x 1.5069″	**ADDITIONAL SIZE:** **DOUBLE TRUCK** 20.25 x 9.875″