



Digital Advertising Specifications

Effective January 2005

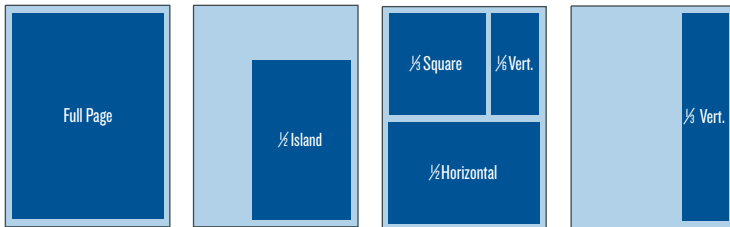
Redmond

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

Trim Size: 8" x 10³/₄" **Bleed Size:** 8¹/₄" x 11"

	Live Size	Bleed Size
Full Page	7 ¹ / ₂ x 10 ¹ / ₄	8 ¹ / ₄ x 11
1/2 Horizontal	7 x 4 ⁷ / ₈	8 ¹ / ₄ x 5 ¹ / ₄
1/2 Island	4 ³ / ₈ x 6 ¹ / ₂	n/a
1/3 Vertical	2 ¹ / ₈ x 9 ¹ / ₂	n/a
1/3 Square	4 ³ / ₈ x 4 ⁵ / ₈	n/a
1/6 Vertical	2 ¹ / ₈ x 4 ³ / ₈	n/a

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only. For PMS ink color availability, contact your Sales Representative.



Ad sizes are to scale.

Media Shipping (not including pre-printed inserts)

Digital files should be provided on the following media: Macintosh formatted 100MB or 250MB Zip or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Production Coordinator
Redmond [& issue date]
101communications
9121 Oakdale Avenue, Suite 101
Chatsworth, CA 91311
Tel: 818-734-1520
Fax: 818-734-1528
Email: redmondadproduction@101com.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.

Contact Information

If you have questions regarding production specifications or insert specifications, please contact your Production Coordinator. For advertising sales information, please contact your Sales Representative.

File Format

We support files generated by Adobe Acrobat using the 101 Print Driver and 101 Job Option Settings for Distiller, with specifications as listed below. Download printer driver & distiller settings from our web site at <http://www.com.com/mediakits/resources.asp>

In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign or Pagemaker) is prepared accordingly.

Preparing native files for printable PDFs:

- 2 page spreads need to be submitted as single page files
- Set page geometry to 8" X 10.75" for full page ads
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted
- Embed all fonts
- Rules should be .025 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 101 PPD Print Driver
- Use 101 Job Options for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks (9" X 11.75")

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

Provide two digital color proofs at 100% size, created from the supplied digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.).

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

IMPORTANT NOTE: If proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

▶ FTP File and Upload information

Name your files with the magazine name, issue date and advertiser name. Include media directory. Under separate cover, please send to your Magazine Coordinator, two digital color proofs at 100% size, created from the uploaded digital file, on a contract-quality, digital halftone proofing system in accordance with SWOP web coated standards (AGFA Pressmatch, Kodak Approval, DuPont Waterproof, etc.). Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, the Publisher is not responsible for color variances between the digital file and final color reproduction.

Important Note: If digital proofs are not supplied, the Publisher reserves the right to have them made at the Advertiser's expense, and make-goods due to reproduction quality will not be honored.

Ads requiring work to be done (sizing, typos, etc.) by the Publisher will incur an additional charge. Advertising files are stored by the Publisher for one year then deleted.

Uploading Your File

All uploads should be followed by either a confirmation phone call or email message to your Magazine Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated 101external/production/publication folder Directory for expedient access.

Host: *ftp://ads.101com.com/*
User ID: *101user*
Password: *101pass*
Directory: *101external/production/(Publication Folder)*

▶ Digital Advertising Resources

101communications LLC
<http://101com.com/>

101communications' publication's Media Kits and Ad Specifications
<http://101com.com/mediakits/adspecs.asp>

Digital Distribution of Advertising for Publications (DDAP)
<http://www.ddap.org/>

Specifications Web Offset Publications (SWOP)
<http://www.swop.org>
<http://www.swop.org/certification.html>

Adobe Acrobat
<http://www.adobe.com/products/acrobat/main.html>