



2012

Production Guidelines

Use the checklist below for preparing and submitting your ad electronically

ACCEPTABLE FILE FORMATS

- **PDF files (PDF/x-1A preferred)**
- Files should not be trapped
- File must conform to SWOP standards
- Save file at 100%, with no rotations

IMAGES

- All images linked and updated, and none scaled to more than 100% in layout
- Effective resolution of CMYK/grayscale duotone images should be 300 DPI
- Effective resolution of line-art graphics must be between 1200-1400 dpi
- Do not have anything set to overprint

FONTS

- Postscript fonts are preferred
- When using Open-type fonts on older page layout applications (Quark 6.0 or earlier) be sure to check type carefully in final PDF file.
- Do not use 'menu-styled fonts—do not select a plain or roman font and stylize to italic or bold within page layout application
- Outline all fonts before exporting PDF
- Do not have fonts set to overprint

COLOR

- Only CMYK (cyan, magenta, yellow, black) is the accepted mode for 4-color ads
- RGB colors and unintended spot colors should be converted to CMYK
- Avoid heavy black—do not exceed 300 in total ink coverage (sum total of C, M, Y, K values)
- Do not have anything set to overprint
- Colors viewed on your monitor may not be representative of final output. Check screen values in artwork against printed CMYK color swatches
- **Bleed ads: make sure bleed allowance is included on all 4 sides BEFORE exporting PDF**
- **CSP will not be responsible for color unless supplied with SWOP-certified contract color proof from final digital file**

AD SUBMISSION

- Ads should be submitted via SendMyAd Portal system--go to <https://cspinfogroup.sendmyad.com> and follow easy prompts to register/upload your ad for any CSP publication
- **Minimum Requirements for SendMyAd**
 - ✓ Firefox 3.0, Safari 3.0, Internet Explorer 7.0
 - ✓ Adobe FlashPlayer 9+ to upload and trim ads
 - ✓ Java Script must be enabled
 - ✓ Cookies for sendmyad.com must be accepted
 - ✓ Minimum screen resolution of 1024x768

FURNISHED INSERTS: Please contact production manager for specifications, quantity and shipping instructions

Indemnity: The publisher will assume no responsibility for (and the advertiser and agent will indemnify the publisher against) any loss, expense, or liability resulting from claims or legal action resulting from statement or interferences stated in published advertisement



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Perfect-bound Mechanical Specifications & 2012 Deadlines

2012 Advertising Close & Material Due Dates		
Issue	Space Close	Materials Due
March	Feb. 8	Feb. 14
June	May 10	May 15
October	Sep. 5	Sep. 10

	Non-Bleed (width/height)	Trim (width/height)	Bleed* (width/height)
2 Page spread	15" x 10"	16" x 10.875"	16.25" x 11.125"
Full Page	7" x 10"	8" x 10.875"	8.25" x 11.125"
1/2 Horizontal spread	15" x 4.625"	16" x 5.375"	16.25" x 5.625"
2/3 Vertical	4.375" x 9.5"	Safety area- for bleed ads keep all copy/graphics .25-.50" in from trim Bleed ads should be set to trim spec with bleed allowance extended beyond trim boundary	
1/2 Island	4.375" x 7.625"		
1/2 Vertical	3.25" x 9.5"		
1/2 Horizontal	6.875" x 4.625"		
1/3 Vertical	2" x 9.5"		
1/3 Square	4.375" x 4.625"		
1/4 Square	3.25" x 4.625"		

Any questions regarding your ad please contact:

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