

Mechanical Requirements

It is preferred that ads be provided to Ad-Lit Inc. on disk with two (2) proofs — ADS WILL NOT BE ACCEPTED BY E-MAIL. Submission Specs for Electronic Files: Software accepted: Mac/PC files in Quark Xpress, Illustrator, Photoshop and InDesign. Unsupported software will be rejected. Files from non-supporting vector and raster programs may be accepted upon preflight (extra charges may apply). Vector files must be saved as .eps, all layers flattened, fonts converted to outlines. Raster fonts must be rasterized, all layers flattened, and saved as .tif (tiff). PDF-X1a files are accepted, please see PDF-X1a Creation Guideline Sheet. All screen and printer fonts (for documents and supporting files) must accompany files. Postscript, TrueType and multiple Master fonts are acceptable. If submitting postscript fonts, make certain to include both the screen and the printer fonts. If you use the "bold", "italic" or "bold italic" options instead of choosing the actual font, make certain to include the entire font family. All supporting art files (TIFF, EPS, PICT, etc.) must be supplied. Do not embed support art in the program (InDesign). Electronic media accepted: DVD and CD. Two updated, complete hardcopy proofs MUST accompany all electronic files. It must be exactly the version you are submitting, not an older version with edits "made on the disk". If your ad is color, the hard copy you supply must be color. Your color laser/inkjet proof is most likely not color-correct (see Design Guideline Sheet for more information) so it cannot be used for color accuracy. The publication will not be printed without the supplied proofs. Attach a printout of the disk contents to the disk case. Charges for appropriate production costs will apply (\$100.00 per hour). Additional questions please call 608-254-8770.

Important Information for Artists and Designers: Dot gain is an inherent characteristic of the offset printing process. It cannot be eliminated. However, it is important that it be controlled in all the steps of reproduction so the reproduction of the advertiser's ad matches the original intent and approval of the advertiser. (Total dot gain will be 17% plus or minus 4% with no more than 4% difference among the four colors. This increase in tonal value is caused by both physical change in dot size due to plate making and the transfer of ink to paper.) Inline problems occur when the page ahead of yours has heavy ink coverage. Because of the speed the paper is traveling through the press some extra ink coverage is transferred to the page next in line. As the press is running some fluctuation in color will occur. The pressman will pull signatures throughout the run and will adjust the ink coverage to match the press ok.

The advertiser shall be responsible for all costs incurred by Ad-Lit Inc. to prepare advertiser's material into final position for printing.

AD SPEC HIGHLIGHTS

- Follow all above & digital design guideline requirements precisely. Incorrect ads incur production costs at \$100.00 per hour.
- Full page & larger ads must be provided at the accurate size. Make certain that copy is not in the gutter. All live copy must be .25" from trim. Book trim size is 8.375" x 10.875".
- Be sure to provide the exact ad size required for half page & smaller ads (see above). Example: a 4x4 ad is actually 3.625" wide x 3.875" high.
- Full page & larger ads: Page numbers will be inserted on your ad. Be sure to allow space for them at the bottom so your copy is not affected! (see folio instructions above)
- You must provide 2 color proofs with your CD/Disk. They must exactly match your final file & not be older versions with edits made to the Disk.

Advertising Dimensions

(4-color perfect bound publication)

Book Trim Size: **WIDE 8.375"** x **HIGH 10.875"**

Ad Sizes: BLEED ADS ONLY

	WIDE	x	HIGH
Two-Page Spread	16.75"	x	10.875"
	(+ .125" Bleed All Sides)		
	*all live copy must be .25" from trim marks		

Full Page	8.375"	x	10.875"
	(+ .125" Bleed All Sides)		
	*all live copy must be .25" from trim marks		

Live copy area includes: Type, Company Logos, Rules & Borders, etc.

***Folio (page number) Instructions:** For full page and larger ads, please leave an area 1/4" up from the bottom trim (1/4" high) along the entire width of the ad.

Ad Sizes:

	WIDE	x	HIGH
Full Page (Non Bleed)	7.875"	x	10.5"
1/2 Page (No Bleeds Allowed)	7.875"	x	5"
1/4 Page	3.625"	x	5"
8 x 4	7.875"	x	3.875"
4 x 6	3.625"	x	5.875"
4 x 4	3.625"	x	3.875"
4 x 2	3.625"	x	1.875"
4 x 1	3.625"	x	.875"
Photo Dimensions: Attractions P & L	2.75"	x	1.625"

Failure to follow the stated measurements above could result in the loss of a portion of your ad. Ad-Lit Inc. is not responsible for the final appearance of ads which do not follow the specific mechanical requirements stated.

PRODUCTION CHARGES*

- **Design fee — 12% of ad cost (this also includes one revision).**
- Additional charges are as follows: \$85.00/Hour (minimum of \$50.00)
An estimate will be provided upon request.
- Duplicate ad on Disk — Original digitized ad on disk becomes the property of Ad-Lit Inc. Duplicate disk of your ad can be provided. Charges will apply.

*SUBJECT TO CHANGE

Digital Design Guidelines

This sheet was created to help ad designers achieve their desired results on press. Much of what is stated is precautionary, so **PLEASE READ THROUGH THE ENTIRE SHEET BEFORE CREATING YOUR AD**. Our goal at Ad-Lit is to have your ad appear in our publications exactly as you envision it. The following guidelines were created to ensure that we achieve this goal. If you do have any questions, please call before creating your ad.

Color – CMYK (NOT RGB)

Printing presses print in CMYK (cyan, magenta, yellow, black). Known as the “process colors”, they are transparent inks that can be combined to create other colors. All computer files, whether page layout or support, must be converted to CMYK for printing. Optimally, this should be done by the ad designer; files from the internet, as well as files from many desktop scanners are RGB (red, green, blue). RGB images generally have brighter, more vibrant colors – unfortunately, when they are converted to CMYK, they lose some of this brightness, requiring adjustment in a photo program such as Photoshop or Photopaint. It is for this reason we suggest the ad designer does the conversion to maintain tonal control over the images. If RGB files are submitted, they will be automatically converted to CMYK using a table that matches the standard Photoshop RGB-to-CMYK conversion. No additional adjustments will be done unless specified.

Pantone/PMS Spot Colors

Ad-Lit’s publications print in CMYK only, no spot color inks are used. Colors specified to “Spot Color” will be converted to their Pantone Process equivalent. This means anything with a spot color applied will be printed using a combination of CMYK to achieve a “Process Match” versus an actual spot color ink created with dyes and pigments. This “Process Match” will not be an exact match to your Pantone swatch book. An example would be Pantone 350 Green; its process match is 79% Cyan, 0% Magenta, 87% Yellow and 76% Black, resulting in a darker green than the Pantone swatch. It is impossible to exactly match a Pantone with process inks, therefore the best solution is for the ad designer to create their spot colors based on CMYK. All non-CMYK spot colors will be converted to CMYK using the SWOP standard.

Can Ad-Lit Match My Laser/Inkjet?

For an additional charge, we can take your file and manipulate the colors to get close. Again, the ink/toner and paper your printer uses probably have a wider color gamut than can be produced with CMYK on pub stock. Bright pinks and greens most likely cannot be matched exactly.

Why Doesn’t My Laser/Inkjet/Monitor Match Ad-Lit’s Proof?

Regarding proofing on the monitor, monitors use RGB. Presses print in CMYK. Please see “Color – RGB, CMYK” above. With laser/inkjet proofs, these printers do not use the same inks (lasers use toner) as a printing press, some even print with 6 colors. In addition, your printer is not calibrated to SWOP standards and therefore will not give an accurate representation of what your ad will look like on press. Additionally, the way your printer converts spot colors and RGB images may differ. Another variable is paper. Your laser may be printing on a brilliant white laser paper, while the publication prints on a pub-based paper that does not have the same whiteness. Every proof you receive from Ad-Lit is created to SWOP standards. It is representative of how your ad will print on the press.

Bleed and Folios (page numbers)

Only full-page ads can bleed. The required amount is 1/8” or .125” on all sides. Do not include the bleed when you set up your document size. Full-page ads are 8.375” x 10.875”. Do make your images bleed .125” off the document. For full page and larger ads, please leave an area 1/4” up from the bottom trim (1/4” high) along the entire width of the ad.

Rich Black/Super Black

If your ad has a large black area in it, better results will be achieved by adding a second ink with the black (Rich Black). Because CMYK inks are transparent, large solids comprised of Black alone appear weak – but adding 40%-60% cyan to the black solid will produce a richer image and give better coverage. Super Black generally refers to Black being enhanced by Cyan, Magenta and Yellow. While this also gives a richer solid, too much ink coverage can cause problems. (see “Ink Coverage”). Total ink coverage should not exceed 300%, and cannot exceed 320% without causing problems on press. When using Super Black, no more than 40% of each of the other three colors should be used. DO NOT USE RICH/SUPER BLACK for text or small items. This is especially important to Photoshop users as the default black is in fact Rich Black. Small text and small items spec’d as Rich Black may appear fuzzy or clogged. Text should be 100% K.

Ink Coverage

Refers to the total amount (%) of ink specified for any item. Total ink coverage should not exceed 300%, and cannot exceed 320% without causing problems on press. In theory, you can spec an item to be 400% (100% Cyan, 100% Magenta, 100% Yellow and 100% Black); however, the press will have major problems when all that ink stacks up; resulting in tracking, smearing, loss of detail and mis-register.

Internet Files/Support Art

Most art from the internet will be low res (72 dpi) as well as RGB and is unsuitable for printing. Please see “Color – RGB, CMYK”, and “File Resolution” below.

File Resolution

Photos should be at 300dpi Effective Resolution; line art should be at 1200dpi Effective Resolution. Effective Resolution is the resolution after the image is resized in the layout. Example: a 300dpi image placed at 200% has an effective resolution of 150dpi. Effective Resolution is equal to the original resolution divided by the decimal value that the image is placed at. In the above example Effective Resolution = 300/2; or 150dpi. To achieve 300dpi Effective Resolution, the image needs to be at 600 dpi; ER = 600/2; or 300dpi. If all your art is placed at 100%, then Effective Resolution is not a concern.

Can I Use JPEG (.jpg) files for support art?

The short answer is yes, but be aware that jpeg is a lossy compression. It makes the files smaller by taking similarly-colored pixels and making them the same color. This is what causes the “chunky” look many jpegs have. Using jpegs off the internet combines low-resolution and jpeg loss, resulting in poor image quality.

PDF-X1a CREATION GUIDELINE

PDF (Portable Document Format) is a cross-platform format that bundles all the necessary information, fonts and support art to view and print a file into one compact file. That said, the PDF must be created with the correct settings or problems and/or undesirable results will occur. PDFs **MUST** be created with Adobe Acrobat Distiller – PDFs created with PDF Writer out of a native program **WILL NOT WORK**. Please remember, PDF is a means of submitting your file in one concise file, it does not address color issues, ink coverage, etc. A file submitted in PDF format must be assembled with the same guidelines as files submitted in native file format. Please see Digital Design Guidelines for more information.



**ACROBAT DISTILLER
(8.0) SETTINGS**

CALL 608-254-8770 FOR DETAILS