

NEW AD SPECS
effective JULY 09 cover

ROAD

AD SPECIFICATIONS

PDF FILES ONLY!
CMYK color mode only!
MINIMUM RESOLUTION OF IMAGES 300 DPI

SUBMISSION GUIDELINES

Be sure to check:

- PDF File created according to specs on following page
- JPEG compression with Maximum Image Quality for embedded images
- Correct trim size
- Correct bleed size
- No type outside image area
- Crop and Bleed Marks with an offset of 0.1667"
- Correct File Naming (see next page for details)

Be sure to include:

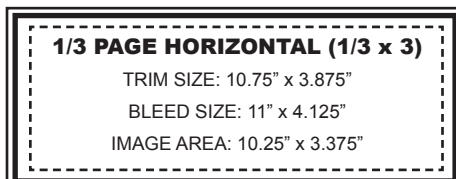
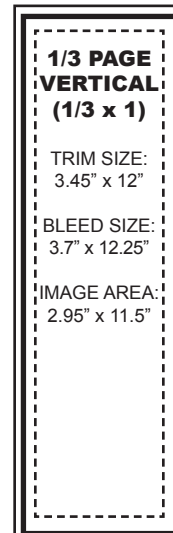
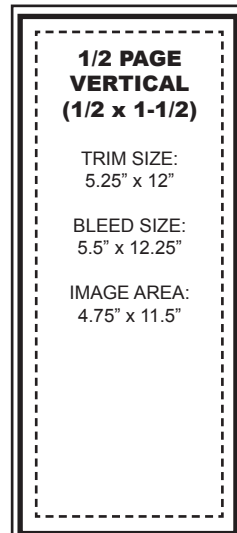
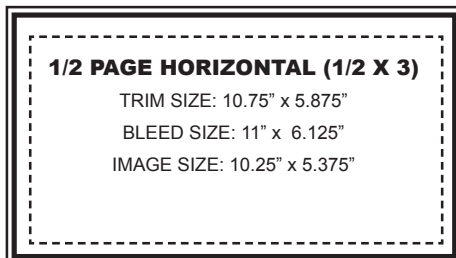
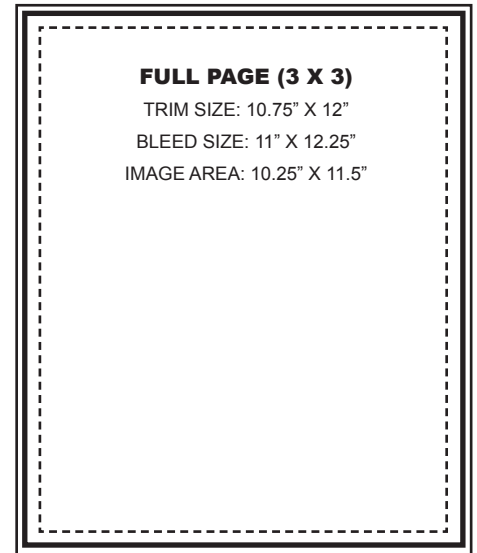
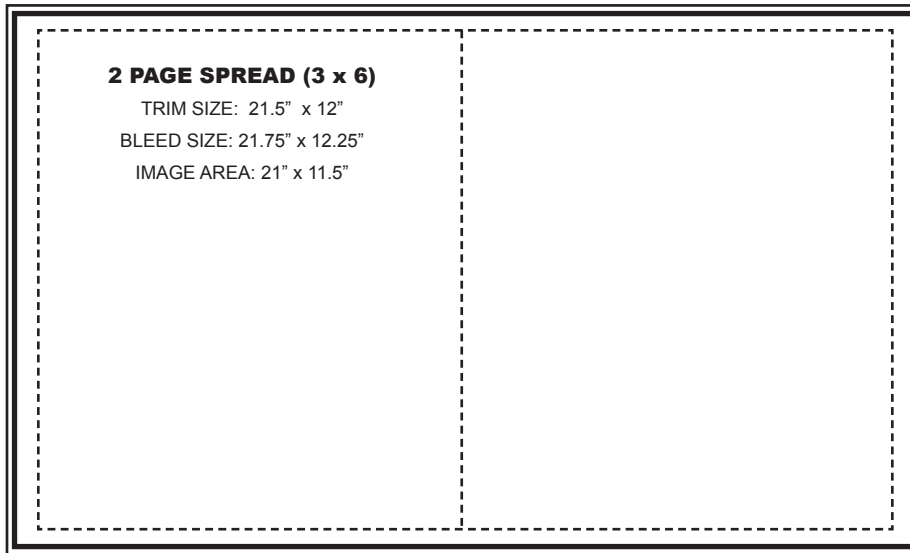
- Color proofs are required for all color ads
- B/W proofs are required for all B/W ads
- Include all screen & printer fonts

Problems:

- For problems contact www.adfixer.com.

Files:

- Files are accepted on CD.
- Only late files will be accepted transferred over the web (see next page for details) with consent of the advertising department.



TRIM SIZE - This is the actual size a page the finished magazine gets cropped to.

BLEED SIZE - This extra area is trimmed away but allows to accommodate for margins when the magazine gets cropped. If the ad is delivered without the correct bleed it has to be reduced in size and will run with a white borderline in the magazine. Bleed is plus 0.125" to the trim size on each side.

IMAGE AREA - All of the type and important content needs to be within this area to allow for margins when the magazine gets cropped. If there is type within this area the size of the ad will be reduced to the point where all the type falls into this area. If the bleed should be affected by this the ad might have be further reduced in size and will run with a white borderline in the magazine. Image area is minus 0.25" of the trim size on each side.

AD SPECIFICATIONS

PDF SUBMISSION GUIDELINES

PDF File Creation from Acrobat Distiller:

Export each pdf full page or spread as separate file.

If file setting available export as PDF/X-1a.

If PDF/X-1a export setting is not available use following settings if available:

GENERAL: Object-Level Compression: Off

Auto-Rotate Pages: Off

Binding: Left

Resolution: 2400 dots per inch

IMAGES: Sampling: Do Not Downsample

Compression for Color and Grayscale: JPEG

Image Quality: Maximum

FONTS: Embedded All Fonts

Subset Embedded Fonts When Percent of Characters Used Is Less Than 100 %

When Embedding Fails: Cancel Job

COLOR: Color Management Off

PDF File Creation from other programs:

Export each pdf full page or spread as separate file.

If file setting available export as PDF/X-1a.

If PDF/X-1a export setting is not available use following settings if available:

GENERAL: Compatibility: Acrobat 4

Standard: PDF/X-1a

IMAGES: Sampling: Do Not Downsample

Compression for Color and Grayscale: JPEG

Image Quality: Maximum

MARKS &

BLEED: Marks: Crop and Bleed Marks with an offset of 0.1667"

Bleed: top, Bottom, Inside, Outside: 0.125" each

OUTPUT: Output Intent Profile: Generic CMYK

Transparency Flattener: High Res

ADVANCED: Color: CMYK

FILE NAMING GUIDELINES

To avoid incorrect placements please follow these guidelines. H3 Publications does not take responsibility for wrong placement of ads that don't follow these guidelines.

- 1) MAGAZINE SPECIFICATION: DC_ intended for ads in decline magazine RD_ intended for ads placed in ROAD magazine
- 2) DATE FOR ISSUE TO FIRST APPEAR IN: specify by the first three letters of the month (e.g. JAN, FEB, MAR,...)
- 3) NAME OF THE COMPANY
- 4) SEPARATE INFORMATION BY THE USE OF UNDERSCORES

example for correct file naming: DC_JAN_xyz.pdf (XYZ ad to first run in the January issue of decline magazine.)

FILE TRANSFER GUIDELINES

Please send files on CD along with printed proofs. Only late files will be accepted transferred over the web with consent of the advertising department.

To upload files:

First, get your username and password by logging on to www.h3transfers.com. When you get there, click "create an account" if you don't have one already. Fill in the form and click "create user." You will get an e-mail notice when your username and password are active. Once your name and password are active, simply go to www.h3transfers.com to log in and upload.

If you have any questions about the specs, file transfer, or material deadlines, call Wes Duncan at 661.362.1250 ext. 12 or e-mail wes@h3publications.com.