Ad Specifications and Submission Guidelines

Dear Advertiser,

This document contains important information to help you create print compliant files for successful delivery of your Decorator Showcase ad. Please read the instructions carefully. Additional charges will occur if your ad requires modifications by the printer, or if ads have to be re-submitted for non-compliance. If you require further assistance after reading this document, we recommend contacting Thelma Garza, thelma.garza@sfuhs.org

Ad Sizes

Ad Option	Trim Size Dimensions	Bleed Size Dimensions
Full Page	8 3/8 x 10 3/4"	8 5/8 x 11
Double Page Spread	16 ¾ x 10 ¾	17 x 11
½ Page Horizontal	7 3/8 x 4 7/8	N/A
½ Page Vertical	3 ½ x 9 ¾	N/A
¼ Page Vertical	3 ½ x 4 7/8	N/A

1/8"Bleed allowance

Keyline indicates Trim Size
(for demo only- Does NOT Print)

Trim Marks
1/8" from trim

What is Bleed?

Bleed is an area that prints beyond the required page dimensions. This bleed area is cut off in the book binding process when trimmed exactly to the specified page size. Full page ads and double page ads require a bleed area of 1/8" minimum all around.

Please refer to the "Bleed Size Dimension" above, when creating such ads (see your document settings).

Crop marks indicate the "Trim Size Dimension" and must not encroach into the bleed area.

DESIGN ASSOCIATES

Full Page Ad with Bleed

CALL 415-555-5555 TODAY FOR A CONSULTATION!
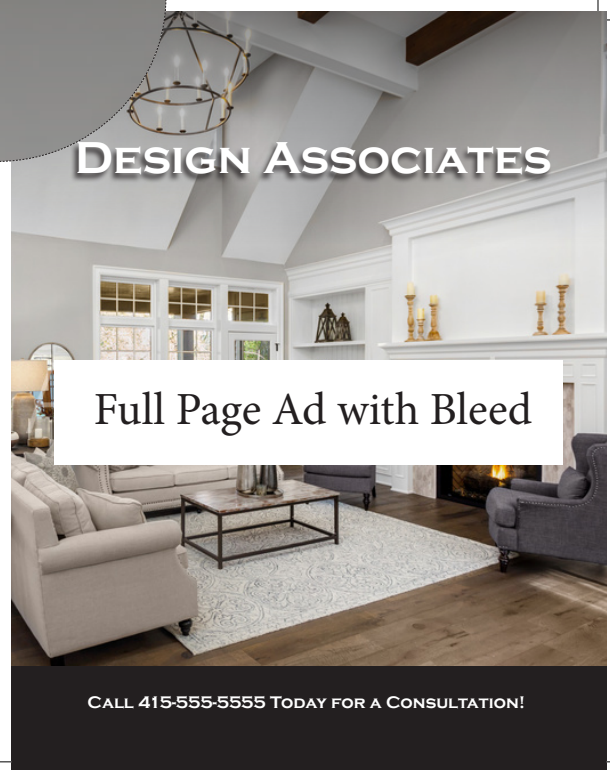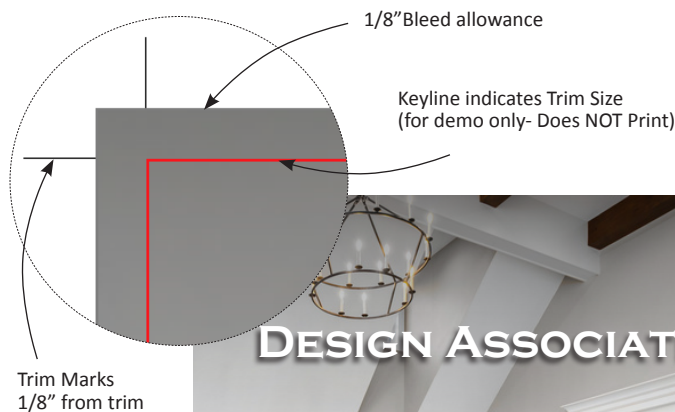
What file formats are acceptable

PDF is the preferred format

Other acceptable file formats are:

    InDesign*

    Illustrator*

    Photoshop*‡

*a nominal processing fee will be charged for providing non-PDF formats

‡ ensure text is kept as vector
and not rasterized, see instructions below.

*If supplying native files, they must be packaged and zipped to include all support files (links, fonts and PDF).

What file formats are NOT acceptable

Microsoft Word

Microsoft Publisher

We recommend avoiding Microsoft Office applications to create print ready ads. Additional charges will occur if they receive ads created with these applications.

Working with images and flat colors

- Save your color images as CMYK. (No RGB acceptable)
- CMYK Images should have a minimum resolution of 300ppi
- B&W images should be saved as "Grayscale". (No RGB ACCEPTABLE)
- Maximum density of overprint color should not exceed 320%.
- Screen tints must be in CMYK. (No RGB, LAB or spot colors acceptable)
- Document trapping is not necessary.

Naming your File

It is important that your ad files contains the name of the advertiser. For example: ArmstrongAntiques.pdf or Plusinteriors.indd. Avoid symbols in the file name (&,$,#,/, etc)

See page 3 for PDF Export settings

How do I send files to the printer?

1 - Click on the following link to upload your ad (url link has changed)

https://proofready.us

2 – Access the folder "Moquin Press"
3 – Drag and Drop your file.

Your ad will now show up in the window as having been uploaded, with name and file size indicated.

1 item Clear all	+ Add more
✕ 📕 Armstrong Antiques SF_Decorator Ad.pdf	74.17 KB

Upload

Thank you for uploading files.

This is the confirmation that your ad as uploaded properly. No additional proof will be sent.

Check your document before exporting

•Before creating a PDF, check the following list for some recommendations:

•Use the InDesign Preflight feature to ensure that image resolution and color spaces are correct, that fonts are available and can be embedded, that graphics are up-to-date, and so on.

•View your Adobe PDF export settings before exporting, and then adjust them as necessary. The Summary area includes a warning section that indicates when preset settings can't be honored.

•If your artwork contains transparency (including overprints and drop shadows) and you require high-resolution output, it's a good idea to preview the effects of flattening using the Flattener Preview panel before saving the file.

•If your artwork contains transparency, submit a PDF/X-1a compliant file (this will flatten the PDF).

•You can preview the separations and ink coverage limits using the Separations Preview panel.

•Use only high-resolution images in your document (check under Links panel for Effective PPI).

•For best results, use only CMYK images Alternatively, you can choose to convert RGB images to CMYK in the Export Adobe PDF dialog box (Output category).

•Fine type should be black only not any sort of rich black mixture.

•For large black backgrounds use a rick black fill of 60C, 40M, 40Y, 100K (never registration)

- All PDFs must be supplied as single pages (not spreads).
- Full page ads- must include crop marks with 1/8" bleed and trim marks must be 1/8" outside the trim area.
- All Fonts must be embedded.
- Images must be high-resolution (300dpi).
- CMYK color space (no spot colors).

Export Settings:
•Adobe PDF (Print)
•PDF/X-1a:2001 (Modified Default)
•Compatability Acrobat 8/9 (PDF1.7)
•Compression- leave as is
•Marks and Bleeds- check crop marks and page information
      -Marks offset .125"
      -Bleeds .125"
•****For 1/4 and 1/2 page ads there should not be any bleed.**
•Output- Leave as is w/ Convert to destination (U.S. Web Coated (SWOP) v2
•Advanced- Transparency Flattener- High Resolution (Default)
•**Do Not Apply Any Security**- the PDF will not rip and cause delays to production

Check your PDF after Exporting
•The marks and bleeds are correct
•The PDF is only CMYK (view under Output Preview)
•Go to the *Properties* and check to make sure the fonts are embedded