

Advertising Requirements

1. Publication Specifications

- a) Printed: Web offset, saddlestitch
- b) Full page trim size – without bleed: 8-1/8" x 10-7/8"
- c) Two page spread trim size – without bleed:
16-1/4" x 10-7/8"

*With bleed, add an additional 1/8" all around.

Note: Keep all live material 1/4" from trimmed edge.

2. Ad Size

Ad Sizes	Width	Depth
Full Page	7-1/4" (7.25)	10"
2/3 Page (v)	4-3/4" (4.75)	10"
1/2 Page (v)	3-3/8" (3.375)	10"
1/2 Page (h)	7-1/4" (7.25)	4-7/8" (4.875)
1/2 Page Island	4-7/8" (4.875)	7-1/4" (7.25)
1/3 Page (v)	2-1/4" (2.25)	10"
1/3 Page (h)	4-1/2" (4.5)	4-7/8" (4.875)
1/4 Page	3-3/8" (3.375)	4-7/8" (4.875)
1/6 Page (v)	2-1/4" (2.25)	4-7/8" (4.875)

3. Colors (These specifications apply to all art submitted.)

- Four color process (4/C): Make sure files are built as CMYK.
- Non-process colors are PMS/Spot, and should be named alike in all files. If a PMS/Spot color is desired, make sure this is notated on the Advertising Insertion Order Form.

Please note: PMS/Spot color is an additional charge. Contact the Sales Department for pricing information. If a PMS/Spot color is not desired, but files are received as such, there will be an additional charge to convert the files to CMYK.

4. Specifications for Submitting Electronic/Digital Files

Please refer to this list to prepare your ads to ensure proper output of your files. If sending file electronically a PDF proof is required.

Page Layout Formats Accepted

- Quark Xpress (up to version 4.11), Adobe InDesign CS
- PDF (All fonts need to be embedded and art files placed at 100%). The PDF must be high resolution 300 dpi; overall 2400 lpi. Instruction on how to make a high resolution PDF is available, please contact the production coordinator.

Fonts

- Postscript fonts only (no True-Type).
- Include both screen and printer fonts

Art Programs Accepted

- Adobe Photoshop (up to version CS) — EPS or TIFF files only. File resolution must be 300 dpi.
- Adobe Illustrator (up to version CS) — EPS files only. If photos/art have been embedded, they must also be supplied. All fonts must be supplied or converted to outlined paths.

5. Ways to Send Files

- a) Via disk/CD (Media accepted: 100MB Zip disk, floppy, or CD) to:
ISM
Attention:
Frances Hernandez — Production Coordinator
2055 E. Centennial Circle
Tempe, AZ 85284
800/888-6276 ext 3022
- b) Via Web file transfer server at: <http://services.ism.ws/ISMFileTransfer/fileuploadForm.cfm>

6. Specifications for Logos Separate from Ads

- a) File formats: Vector EPS is preferred (Adobe Illustrator up to version CS, or Macromedia Freehand up to v.10). Also accepted: Photoshop EPS and TIFF.
Note: Photoshop EPS and TIFF files should be the largest dimensions that will be used. No animated Gifs.
- b) Photoshop EPS and TIFF files must be 300 dpi resolution (no Web files) and CMYK (4-color process) or Grayscale. No spot (Pantone (PMS), etc., other color systems) colors.

Remember ...

When possible, please submit advertising via electronic file. For formats other than those listed, please contact Frances Hernandez, ISM Production Coordinator, at 480/752-6276, extension 3022, or fhernandez@ism.ws.