



DIGITAL FILE PREPARATION GUIDELINES

APPLICATIONS: Adobe Acrobat, Adobe Illustrator CS2, Adobe InDesign CS2, Adobe Photoshop CS2, QuarkXPress 6.5. We cannot accept files created in Corel Draw, Microsoft Publisher, or Microsoft PowerPoint. (All applications are for Macintosh format).

PREFERRED FORMAT: PDF (Press Optimized with no Spot Colors). Most applications, both Macintosh and Windows can create a PDF format. However, they must be high resolution (300DPI) and CMYK.

IMAGE FORMATS: 300 DPI or higher. *Image mode* is CMYK Color or Grayscale. *Color Type* is Process.

EPS (Photoshop): save with a preview of 8 bits/pixel, and encoding as binary. Use this format and include a clipping path if a background of "none" is desired. DO NOT use JPEG Encoding."

JPG: save photos with quality set on maximum and baseline ("Standard").

TIF DO NOT use "LZW Compression."

Note: before importing images into page layout applications: rotate, flop, skew, crop and size images to 100%. Using these attributes in the page layout application will increase processing time and may result in additional charges.

COLOR: Convert all RGB, Pantone, or Spot colors to CMYK Process. Unless specified in sales order, **ALL**

ADS MUST BE CONVERTED TO CMYK. Converting colors from Pantone, RGB, or other color mode may result in unwanted results. *The use of Pantone colors may incur additional charges if used.*

FONTS: Do not apply "Style Attributes" to type (Bold, Italic, etc.). Use the actual Bold or Italic font. Multiple Master fonts and all PC/Windows formats are unacceptable. (Macintosh Format only)

TRAPPING: Set all type and elements on top layers to *knockout*, unless overprint is specified for desired effect.

PROOF: All ads require a proof. A PDF may be submitted as a "**Soft**" proof.

AD SIZES: Information regarding the placement and size of ads may be found in the media kit.

Full Page **8-1/8"x11"** Document set to Bleed Size.

Logos, photos, and text must stay within the "Live Area" (7"x10"). Trim Size will be 7-7/8" x 10-3/4"

2 Page Spread **8"x11"** Set document as two facing pages, Bleed size 8"x11".

Logos, photos, and text must stay within the "Live Area" (15"x10"). Trims 1/8" on head, face, and foot.

2/3 Vertical **4-9/16" x 10"** 1/2 Island **4-9/16" x 7-1/2"** 1/2 Vertical **3-3/8" x 10"** 1/2 Horizontal **7" x 4-7/8"**

1/3 Vertical **2-3/16" x 10"** 1/3 Square **4-9/16" x 4-7/8"** 1/4 Vertical **3-3/8" x 4-7/8"**

SUBMITTING FILES: Collect all elements used to construct the file: layout, images, art, printer and screen fonts. Copy all elements to CD or DVD and ship with a proof. Cannot accept open documents with fonts for Windows operating system.

Press Optimized PDF's created on any platform may be accepted.

Files may be submitted via e-mail or FTP. compress as a BIN, HQX, SEA, SIT, SITX, or ZIP.

Contact the Production Manager for FTP and/or e-mail information.

Media shipped on CD or DVD WILL NOT BE RETURNED UNLESS WRITTEN REQUEST IS RECEIVED.

**Please forward all materials and any questions to production:
Brian Peach, 310-533-2548, brian.peach@bobit.com**