

## Universal Ad Specs

9/1/2005

These specs are designed so that one unit can be used in magazines ranging from 7 7/8" x 10 1/2" to 9" x 10 7/8" Final Trim Size

**NON-BLEED Units** - These are units designed so that they do not bleed off the page. Follow the NON-BLEED specs below.

**BLEED Units** - These units are designed so will they will bleed off the page. Files should be built to Trim keeping all LIVE Matter (type or images that are not intended to trim with the publication) within the Bleed Safety indicated below. Bleed should be extended 1/8" from trim on all four sides of the unit.

	Non Bleed	Trim	Bleed Safety (Live)	Bleed
<b>Spread</b>	15 1/4"	18" x 10 7/8"	15 1/4" X 10"	18 1/4" x 11 1/8"
Full Page	7 3/8" X 10"	9" x 10 7/8"	7 3/8" X 10"	9 1/4" x 11 1/8"
<b>2/3 Vert</b>	4 3/4" X 10"	6" x 10 7/8"	4 1/2" x 10"	6 1/4" x 11 1/8"
2/3 Horz	7 1/4" X 6 1/2"	9" x 7"	7 1/4" x 6 1/4"	9 1/4" x 7 1/4"
<b>1/2 Vert</b>	3 1/2" X 10"	4 1/2" x 10 7/8"	3 3/8" x 10"	4 3/4" x 11 1/8"
1/2 Horz	7 1/4" X 4 7/8"	9" x 5 3/8"	7 1/4" x 4 5/8"	9 1/4" x 5 5/8"
<b>Digest</b>	4 3/4" X 7"	6" x 7 1/4"	4 1/2" x 6 3/4"	6 1/4" x 7 1/2"
1/3 Vert	2 1/4" X 10"	3" x 10 7/8"	2 1/8" x 10"	3 1/4" x 11 1/8"
<b>1/3 SQ</b>	4 3/4" X 4 7/8"	5 3/4" x 5 3/8"	4 1/2" x 4 5/8"	6 1/4" x 5 5/8"
1/4	3 1/2" x 4 7/8"	4 1/2" x 5 3/8"	3 3/8" x 4 5/8"	4 3/4" x 5 5/8"
<b>1/6 Vert</b>	2 1/4" x 4 7/8"	Not Available	Not Available	Not Available

**Material Requirements:** Digital Materials (see next page for digital specs)

300% Maximum SWOP Density

**Color Source Required:** Three Direct Digital Color Proof(s) from supplied file, Kodak Approval preferred, Digital Matchprint, or Analog proofs which meet SWOP specifications on publication grade substrate. **All proofs and PDF files supplied must have approved color bars/Proofing Bar representing 25, 50, 75 and 100% CMYK areas or the supplied proofs and PDF files will not be excepted. For correct color bar/Proofing Bar visit the SWOP website, <http://www.swop.org/resources/downloads.asp#dcb>, to download the correct color bar/Proofing Bar. For Content:** One digital content proof color or B/W that represents supplied digital file.

**Retention of Materials:** Material for all processes held one year then destroyed, unless otherwise notified.

**NOTE:** For ads that require type changes such as key-codes, addresses, phone numbers, etc., a complete new file and corresponding color contract proof is required to show these changes.

## Live Matter Requirements:

**All Bleed Ads:** Keep live matter a minimum of 3/8" inside the bleed edges at top, bottom, and both sides.

**Spread Ads:** Keep live matter 1/4" away from each side of center or 1/2" across the gutter.

For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letters is critical.



# Mechanical Requirements, Cont.

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**Send Materials to:**        **Business & Healthcare News, Inc.**  
   **C/O Root Marketing**  
   **23201 Lake Center Drive**  
   **Suite 201**  
   **Lake Forest, CA 92630**  
   **Attn: Tod Driver**

## **Digital Advertising Specifications for R.R.Donnelley & Sons/Mattoon Division**

Preferred file format is **PDF** files compatible with Acrobat Distiller 4.0. Resolution at 2400 dpi, compression to 300 dpi. “Automatic” compression preferred or JPEG-Maximum Quality. Acrobat distiller settings are available via e-mail from: Bill Karpus – 217/258-2748 or Bob Wallace – 217/285-2863 – R.R.Donnelley/Mattoon Division.

### **Application files are not accepted.**

All images/scans must be high resolution in CYMK mode. All fonts are to be embedded. All elements must be placed at 100% size. Avoid rotation and cropping of images in layout program. Files should include all image trapping and should incorporate all parameters specified by SWOP for file preparation. 4/c solids should not exceed SWOP density of 300%.

The rotogravure process is used for all full run national insertions, except covers, split runs and units with special non-process colors in Better Homes and Gardens and Ladies Home Journal. A minimum of 3% for the first printable tone and minimum of 5% for square-up on edges.

Single page image area should be no more than trim plus bleed. Standard trim, bleed and center marks should be included in all separations, but not in the “live” image area.

Partial page ads should be built to 100% of their actual trim size. If ads bleed on any side, that side should be extended over the edge of the document by 1/8” or 9 points.

Include 25%, 50%, 75% and 100% CMYK control patches outside the bleed or live area for quality control.

We require on DDCP (Kodak Approval preferred) of the file generated on a publication grade substrate containing a solid color bar and 4-color patches as indicated above. Matchprints and press (top) proofs made from film produced directly from the file are also acceptable. Analog proofs should be made to SWOP specifications on a publication base.

A content and position proof matching each supplied file must be provided at 100% size. Content/position proofs are required in addition to standard film-based proofs.

For ads that require type changes such as key-codes, addresses, phone numbers, etc., a complete new file and corresponding color contract proof is required to show these changes.

Acceptable media includes: CD-ROM, ZIP AND JAZ DISKS.

All media should include a checklist or be labeled including advertiser, issue date, agency, production contact and phone number, vendor name and contact, list of contents, ad number and title, file name and number and type of data.

Media can be returned to the agency after the ad in its final form has been digitally archived. We prefer to keep the original media until the printing is complete. If return is not required, materials will be held one year and then destroyed.