



ACCEPTED FORMATS FOR DIGITAL ADS

To better help us reproduce your digital ads correctly please review the following acceptable formats and media. Complete and return a Digital Prepress Check List with your ad submission. Unfortunately ads that fall outside these criteria will require a production charge or may be rejected completely.

For more information please visit our website at www.pbimedia.com

SOFTWARE

ACCEPTED

- ❖ TIFF hi-resolution (300 dpi minimum)
- ❖ PDF hi-resolution (300 dpi minimum)

UNACCEPTABLE

- ❖ Native Application Files, e.g. QuarkXPress, Illustrator, Freehand, PageMaker ❖ PC-formatted files
- ❖ PageMaker (PC or Mac versions) ❖ Corel Draw ❖ JPEG and GIF Format Files ❖ Microsoft Publisher
- ❖ ALL Word Processing or Spreadsheet files, i.e. Microsoft Word, WordPerfect, ClarisWorks, Microsoft Excel, Claris FileMaker Pro, Microsoft PowerPoint, Adobe Persuasion, Adobe FrameMaker, etc.

FILE PREP

- ❖ **Set up documents to final size for output.** Check rate card, media kits or call for ad sizes and dimensions.
- ❖ Do not compress linked graphic files when preparing final TIFF or PDF.
- ❖ All files must be converted to **CYMK, NOT RGB**. 2-color ads must be CYMK builds, unless ad reservation is accepted as printing as a PANTONE and a premium charged.
- ❖ Scan all photos/art at a minimum 266 dpi resolution (2 times the line screen—133 lpi).
- ❖ Include Fonts when creating final file. If you use non-Adobe® Fonts, please create outline EPS of text.
- ❖ Files should be set up for the BLEED SIZE of the magazine (see rate card for sizes).
- ❖ Trapping must be complete prior to creating final file: *0.20 pt. value and overprint Black.*

MEDIA

The following is a list of media formats which we can accept. Anything other than those listed below will require an additional charge for out-of-house imaging or be rejected completely.

ACCEPTED MEDIA

- ❖ Zip Drive Disks (100 or 250 MB) ❖ Jaz Drive Disks (1GB) ❖ CD-ROM

UNACCEPTABLE MEDIA

- ❖ Floppy Disks ❖ 80MB, 200MB, 270MB or EZ 135MB SyQuest Cartridges ❖ Optical Disks

NO E-MAIL ADS CAN BE ACCEPTED.

COLOR PROOFS

Your multi-color digital files must be accompanied with 2 accepted color proofs. These proofs are used by our printer to match your ad on press. If you send an inaccurate proof, the reproduction of your ad may be inaccurate and PBI Media, LLC will not accept responsibility.

ACCEPTED DIGITAL PROOFS

- ❖ Polaroid Polaproof ❖ Imation Digital Matchprint ❖ IRIS Digital Proof ❖ DuPont Digital/Digital Waterproof
- ❖ Kodak Approval ❖ Stork Proof ❖ Imation Rainbow ❖ Optronic Intelliproof ❖ Screen Digital

UNACCEPTABLE PROOFS

- ❖ Color Lasers of any type; Thermal, Ink Jet, Bubblejet, etc.

ALSO INCLUDE

- ❖ Printout of Disk/Media Directory ❖ Color Separated Laser Proofs

IF NO PROOF IS PROVIDED, CLIENT OR AGENCY MUST SIGN A RELEASE OF REPRODUCTION RESPONSIBILITY. (refer to Prepress Check List waiver)

If you have any questions about your digital ads, please contact Magazine Production Manager



1201 Seven Locks Road, Suite 300 • Potomac, MD 20854

DIGITAL PREPRESS CHECK LIST

Your digital ad can not be accepted unless this form is complete. Fill out the information below (please PRINT) and submit it with your media and 2 proofs.

AD ID

Publication: _____ Issue: _____
 Advertiser: _____ Ad Designer: _____
 Daytime Phone: _____ Fax: _____
 File Name: _____

FORMATS/MEDIA

Please check formats used. **Note:** Any software formats other than those listed below will require additional charge or may be rejected completely.

TIFF (hi-res) PDF (hi-res)

Mark all media with advertiser name and publication/issue on label. Please send Directory Printout.

ZIP Disk (100MB) Zip Disk (250MB) CD-ROM JAZ Disk

***CALL TO VERIFY ACCEPTABILITY OF OTHER SOFTWARE OR MEDIA PRIOR TO SUBMITTING.**

SPECIFICATIONS

AD SIZE: Full Page 1/2-Page 1/3-Page 1/4-Page 1/6-Page 1/8-Page
 2-Page Spread Other: _____

AD SHAPE: Full Vertical Horizontal Island Square Dimensions: _____ Wide x _____ Deep

◆ Is document set for Final Size? YES NO

COLOR: All files must be set as CMYK, NOT RGB or any other color setting!

B/W 2/C (PMS Build)* 2/C (Pantone Match)* 3/C 4/C Process

* **NOTE:** 2-color files must be created from CMYK builds, unless reserved as printing as a PANTONE Match and an additional charge confirmed.

PROOFS

Two acceptable color proofs must be included with 4-Color digital ad files or a proof will be made for press at s \$54.00 charge.

ACCEPTABLE COLOR PROOFS: IRIS, Imation Rainbow, DuPont Digital Matchprint, Optronic Intelliproof, etc.

◆ Is a color proof included? YES NO *(If you check NO here, you MUST sign release below)*

◆ Color separated laser proofs? YES NO

◆ Directory printout of media sent? YES NO

RELEASE

I am NOT submitting a color proof with this ad submission, and release PBI Media, LLC from responsibility for ensuring color correctness (or for catching any errors that would have been detectable on a color proof).

Authorized by: _____ Date: _____

APPROVAL

If you have answered NO to any of the questions, please indicate one of the following production authorizations:

- Stop the ad placement and call with an estimate of time and cost to correct.
- Send files back to originator for correction.

Authorized by: _____ Date: _____

Magazine Group Ad Dimensions

Display Ads

		<u>Standard (inches)</u>	<u>Metric (millimeters)</u>
		<u>width x depth</u>	<u>width x depth</u>
Magazine Trim Size		7-7/8 x 10-3/4	200.025 x 273.050
Full Page w/Bleed		8-1/8 x 11	206.375 x 279.400
Full Page (Live Area)		7 x 10	177.800 x 254.000
2/3 Page	Vert.	4-1/2 x 9-1/2	114.300 x 241.300
1/2 Page	Island	4-1/2 x 7-1/2	114.300 x 190.500
	Horz	7 x 4-3/4	177.800 x 120.650
1/3 Page	Square	4-1/2 x 4-3/4	114.300 x 120.650
	Vert.	2-1/8 x 9-1/2	53.975 x 241.300
1/4 Page	Vert.	3-3/8 x 4-3/4	85.725 x 120.650
1/6 Page	Vert.	2-1/8 x 4-3/4	53.975 x 120.650
	Horz.	4-1/2 x 2-1/8	114.300 x 53.975
1/8 Page	Horz.	3-1/4 x 2-1/4	82.550 x 57.150
2-Page	Spread	15-3/4 x 10-3/4	400.050 x 273.050
		16 x 11 (Live Area= 14-3/4" wide x 10-3/4" deep)	406.400 x 279.400
1/2-Page	Spread	15-3/4 x 4-3/4	400.050 x 120.650
		16 x 4-3/4 (Live Area= 14-3/4" wide x 4-3/4" deep)	406.400 x 120.650
1/2-Page	Spread	15-3/4 x 5-3/8	400.05 x 136.525
		16 x 5-1/2 (Live Area= 14-3/4" wide x 5" deep)	406.400 x 139.700

Classified Ads

	<u>WIDTH</u>	
1 Column	= 2-1/4"	57.150 mm
2 Columns	= 4-5/8"	117.475 mm
3 Columns	= 7"	177.800 mm

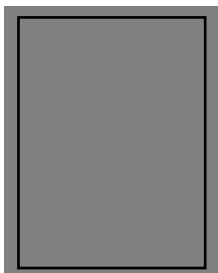


1201 Seven Locks Road, Suite 300
 Potomac, MD 20854
 Phone: 301-354-2000 • Fax: 301-340-3819
www.pbimedia.com



MECHANICAL REQUIREMENTS : Ad Sizes

NOTE: All dimensions are listed as width by depth.

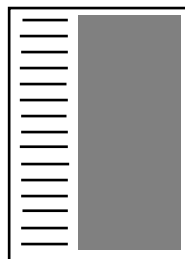


FULL PAGE with Bleed

Bleed Size = 8-1/8" wide by 11" deep
Allow at least 1/8" bleed (minimum) at each side.

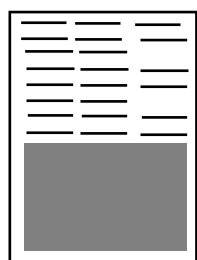
Trim Size = 7-7/8" wide by 10-3/4" deep
This is the actual finish size of the publication.

Live Area = 7" wide by 10" deep
Keep all text and important graphics within these margins. This allows for a margin of 7/16" at the left and right, and 3/8" at the top and bottom of the ad.



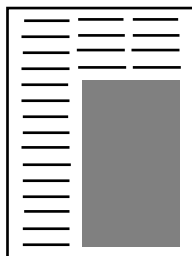
2/3-Page Vertical

Size = 4-1/2" wide by 9-1/2" deep



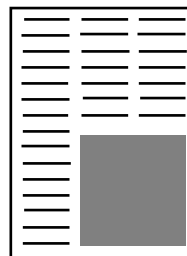
1/2-Page Horizontal

Size = 7" wide by 4-3/4" deep



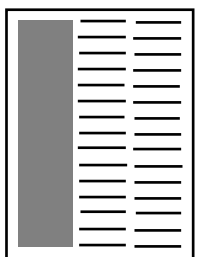
1/2-Page Island

Size = 4-1/2" wide by 7-1/2" deep



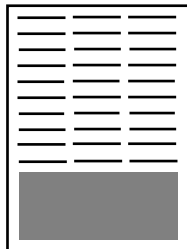
1/3-Page Square

Size = 4-1/2" wide by 4-3/4" deep



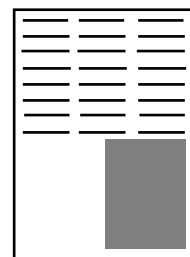
1/3-Page Vertical

Size = 2-1/8" wide by 9-1/2" deep



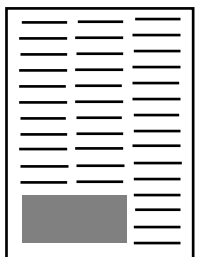
1/3-Page Horizontal

Size = 7" wide by 3-3/8" deep



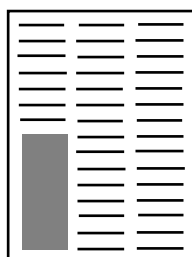
1/4-Page Vertical

Size = 3-3/8" wide by 4-3/4" deep



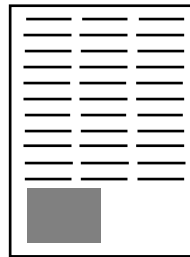
1/6-Page Vertical

Size = 4-1/2" wide by 2-1/4" deep



1/6-Page Horizontal

Size = 2-1/8" wide by 4-3/4" deep



1/8-Page Horizontal

Product Lit. Showcase
Size = 3-1/4" wide by 2-1/4" deep



2-Page Spread with Bleed

Size = 15-3/4" wide by 10-3/4" deep
Bleed Size = 16" wide by 11" deep

This allows for 1/8" bleed (minimum) at each side.



1/2-Page Horizontal Spread

Size = 15-3/4" wide by 4-3/4" deep

For additional information, film or digital ad specs, please contact Magazine Production Manager