

Mandatory Requirements

Press Quality **PDF** files are the **only acceptable file format**.

1. All images must be **high-resolution** (at least **300 dpi**)
2. Set page size to trim size of final ad and include all ad graphics and images within the final ad dimensions.
3. Do not combine several ads on one page, or multiple pages in one PDF file.
4. Do not embed any color management profiles in your pdf.
5. **Embed all fonts** into your pdf. Do not subset font families.
6. Keep copy on all bleed ads at least 0.5" from gutter and 0.25" from top, bottom and face.
7. Build black type from **100% black**.

Native file applications (such as Quark, InDesign, Photoshop, Illustrator) are not accepted. All ads must be submitted in final form. We can not make modifications or corrections to ad files.
Ads that are not acceptable will be returned to the advertiser for correction.

Questions?

Call Jose Fernandez at 800.851.SRDS (7737) ext. 5169

Covers & Dividers

1. All photos and graphics must be in **CMYK mode**, no RGB or Spot colors.
2. **Include crop and registration marks.**
(crop and registration marks must be **offset 0.125"** from trim)
3. SWOP-certified **proof** required.

Shipping Instructions:

Mail: PDF and SWOP-certified Color Proof to:
 Jose Fernandez
 SRDS Production Department
 1700 Higgins Road, 5th floor
 Des Plaines, IL 60018-5605

ROP Ads

1. All photos and graphics must be **b&w or black plus one spot color**.
2. **No crop or registration marks** allowed.

Final Book Trim 8.5" X 10.875"

Covers

First Cover

Bleed (top, bottom, face): 6.1875" x 11.375"
 Trim: 5.9375" x 10.875"
 Live: 5 x 9.75"

Other Covers

Bleed (4 sides): 8.75" x 11.375" Trim: 8.5" x 10.875"

Spine: 7.5" depth, width varies — discuss with your SRDS contact

Dividers

Tabbed Section Divider (60")

Bleed: 8.625" x 11.375"
 Trim: 8.375" x 10.875"

Custom Tab

Bleed: 2.3125" x 0.625"
 Trim: 2.0625" x 0.5"
 Live: 1.6875" x 0.4375"

ROP Ads



FULL PAGE (30") (INCLUDES BLEED)	2/3 PAGE (20") 7" x 6.625"	1/2 PAGE (15") 7" x 5"	1/3 PAGE (10") 7" x 3.3125"	1/4 PAGE (7.5") 7" x 2.5"	1/6 PAGE (5") 7" x 1.625"
BLEED: 8.75" x 11.375"					
TRIM: 8.5" x 10.875"					

Issue Advertising Closing Date Material Due Date

October August 29, 2008 September 1, 2008

Contact Lorene Precht at 800.851.SRDS (7737) ext. 5166