



Direct Marketing Solutions

2012 Print Production Guidelines & Closing Dates

Mandatory Requirements

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

- All images must be **high-resolution** (at least **300 dpi**).
- All photos and graphics must be in **CMYK mode**, no RGB or Spot colors.
- PDF files should be optimized for Acrobat 5.0.
- Only include crop and registration marks** on covers 1-4 and spine ads (crop and registration marks must be **offset 0.125"** from trim). **No crop and registration marks allowed** on any other ad unit.
- Set page size to trim size of final ad and include all ad graphics and images within the final ad dimensions.
- Do not combine several ads on one page, or multiple pages in one PDF file.
- Do not embed any color management profiles in your pdf.
- Embed all fonts** into your pdf. **Do not subset font families.** [click here for help](#)
- SWOP-certified **proof**, including SWOP approved color bars, required for all color ads. Laser proofs acceptable for b&w ads only.
- Keep copy on all bleed ads at least 0.5" from gutter and 0.25" from top, bottom and face.
- Build black type from **100% black**, not CMYK.
- Please do not use special characters in file name.

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 Kate Hellmann at
800.851.SRDS (7737) ext. 5170

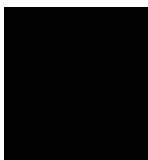
Shipping Instructions:

Mail: PDF and SWOP-certified Color Proof to:
Kate Hellmann
SRDS Production Department
1700 Higgins Road, 5th floor
Des Plaines, IL 60018-5610

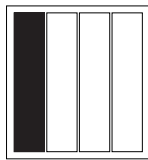
Final Book Trim

10.312" X 11"

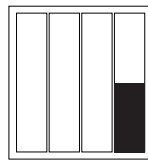
ROP Ads



40" FULL PAGE
BLEED: 10.68" x 11.5"
TRIM: 10.312" x 11"



10" VERTICAL
2.187" x 10"

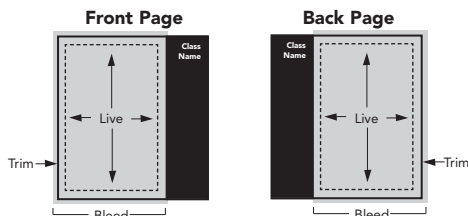


5" VERTICAL
2.187" x 5"

Market Sponsor Ads (2 sides)

(Front) Bleed on top, bottom, left: 7.875" x 11.5"

(Back) Bleed on top, bottom, right: 7.875" x 11.5"
Trim: 7.375" x 11" Live: 6.375" x 10"



Miniature Covers in Listings

2.18" wide x 3" high (no crop or registration marks)
(neither dimension can be larger, but either can be smaller)

File format: Press Quality PDF

Logos

Masthead Logo: 2.18" wide x 0.437" high

Corporate Logo: 2.18" wide x 0.437" high

File format: .tiff or .eps

Covers (1-4)

First Cover

Bleed on top, bottom, right: 7.125" x 11.5"

Trim: 6.625" x 11"

Live: 5.625" x 10"

Other Covers (2-4)

Bleed on 4 sides: 10.812" x 11.5"

Trim: 10.312" x 11"

Live: 9.312" x 10"

Spine

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

Issue

2012

Advertising Closing Date

June 25, 2012

Materials Due Date

June 28, 2012

Mail Date

July 30, 2012

Online programs can start any time (materials due 5 business days prior to posting).

Upload your materials to <http://advertising.srds.com>