

## 2010 Print Production Guidelines & Closing Dates

### Mandatory Requirements

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

1. All images must be **high-resolution** (at least 300 dpi).
2. PDF files should be optimized for Acrobat 5.0.
3. Set page size to trim size of final ad and include all ad graphics and images within the final ad dimensions.
4. Do not combine several ads on one page, or multiple pages in one PDF file.
5. Do not embed any color management profiles in your pdf.
6. **Embed all fonts** into your pdf. **Do not subset font families.** [click here for help](#)
7. Keep copy on all bleed ads at least 0.5" from gutter and 0.25" from top, bottom and face.
8. Build black type from **100% black**.
9. Please do not use special characters in file name.

### Covers

1. All photos and graphics must be in **CMYK mode**, no RGB or Spot colors.
2. **Include crop and registration marks** (must be **offset 0.125"** from trim).
3. **SWOP-certified proof**, including SWOP approved color bars, required for all color ads. Laser proofs acceptable for b&w ads only.

### ROP Ads & Logos

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

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 60018-5605

### Final Book Trim 10.312" X 11"

#### 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

##### First Cover

Bleed – top, bottom, right: 7.125" x 11.5"  
Trim: 6.625" x 11"  
Live: 5.625" x 10"

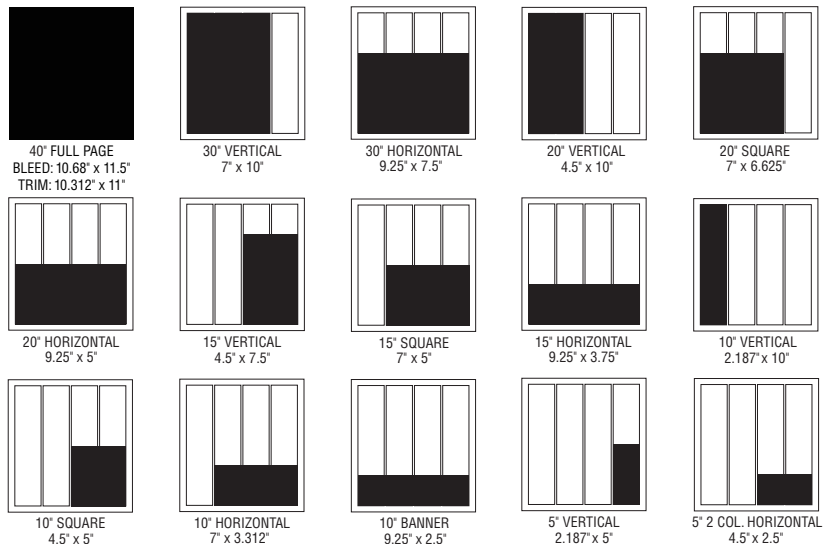
##### Other Covers

Bleed – 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)

### ROP Ads



### ISSUE

### ADVERTISING CLOSING DATE

### MATERIAL DUE DATE

March	February 2, 2010	February 5, 2010
June	May 4, 2010	May 7, 2010
September	August 17, 2010	August 20, 2010
December	November 2, 2010	November 5, 2010