

2012 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 60018-5610

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)

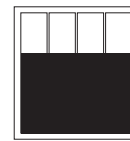
ROP Ads



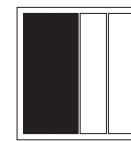
40" FULL PAGE
BLEED: 10.68" x 11.5"
TRIM: 10.312" x 11"



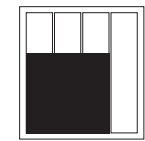
30" VERTICAL
7" x 10"



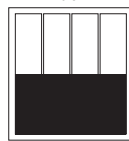
30" HORIZONTAL
9.25" x 7.5"



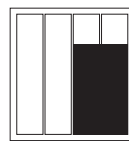
20" VERTICAL
4.5" x 10"



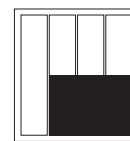
20" SQUARE
7" x 6.625"



20" HORIZONTAL
9.25" x 5"



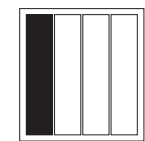
15" VERTICAL
4.5" x 7.5"



15" SQUARE
7" x 5"



15" HORIZONTAL
9.25" x 3.75"



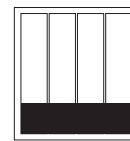
10" VERTICAL
2.187" x 10"



10" SQUARE
4.5" x 5"



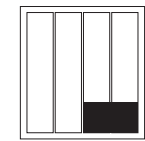
10" HORIZONTAL
7" x 3.312"



10" BANNER
9.25" x 2.5"



5" VERTICAL
2.187" x 5"



5" 2 COL. HORIZONTAL
4.5" x 2.5"

ISSUE	ADVERTISING CLOSING DATE	MATERIALS DUE DATE	MAIL DATE
March	February 22, 2012	February 28, 2012	March 9, 2012
June	May 15, 2012	May 18, 2012	June 8, 2012
September	August 14, 2012	August 17, 2012	September 7, 2012
December	November 8, 2012	November 13, 2012	December 5, 2012

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