

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**.

Covers

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.

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 Jessica Mahaffey at 800.851.SRDS (7737) ext. 5172

Shipping Instructions:

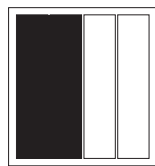
Mail: PDF and SWOP-certified Color Proof to:
Jessica Mahaffey
SRDS Production Department
1700 Higgins Road, 5th floor
Des Plaines, IL 60018-5605

Final Book Trim 10.3125" X 11"

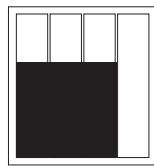
ROP Ads



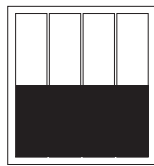
40" FULL PAGE
BLEED: 10.5625" x 11.5"
TRIM: 10.3125" x 11"



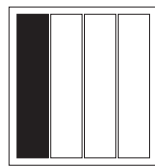
20" VERTICAL
4.5" x 10"



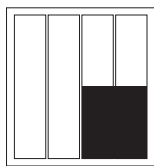
20" SQUARE
7" x 6.625"



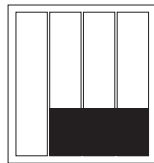
20" HORIZONTAL
9.25" x 5"



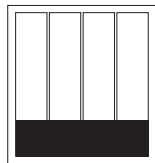
10" VERTICAL
2.1875" x 10"



10" SQUARE
4.5" x 5"



10" HORIZONTAL
7" x 3.3125"



10" BANNER
9.25" x 2.5"

Covers

First Cover

Bleed – top, bottom, face: 6.75" x 11.5"
Trim: 6.625" x 11"
Live: 5.625" x 9.75"

Other Covers

Bleed – 4 sides: 10.5625" x 11.5"
Trim: 10.3125" x 11"

Spine

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

Logos

Masthead Logo: 2.18" wide x 0.4375" high
Corporate Logo: 2.18" wide x 0.4375" high
File format: .tiff or .eps

Issue Advertising Closing Date Material Due Date

Issue	Advertising Closing Date	Material Due Date
April	February 25, 2008	February 29, 2008
October	September 11, 2008	September 15, 2008

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

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