

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.

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

Covers & Dividers

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.

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

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.

Final Book Trim 10.312" X 11"

Covers

First Cover

Bleed – top, bottom, face: 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

Dividers

Tabbed Section Divider (80")

Bleed: 10.687" x 11.5"
Trim: 10.187" x 11"
Live: 9.187" x 10"

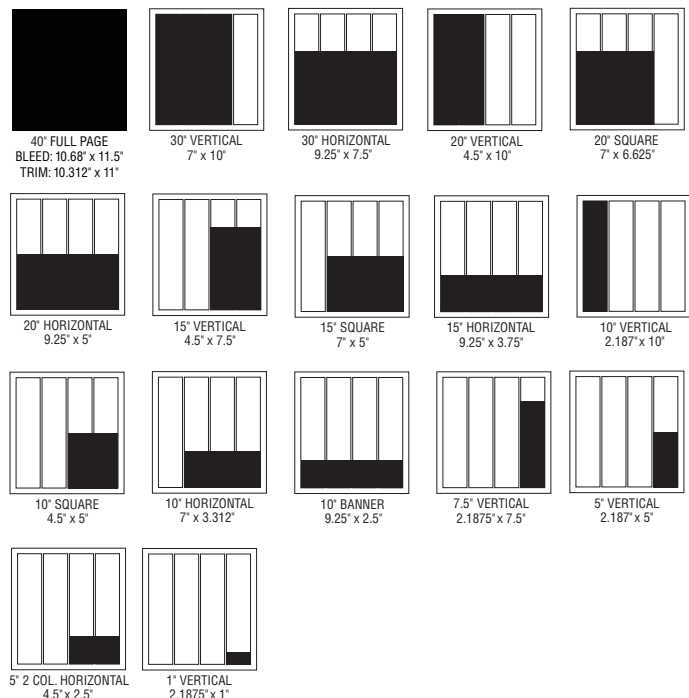
Custom Tab

Bleed: 2.312" x 0.625"
Trim: 2.062" x 0.5"
Live: 1.687" x 0.437"

Logos

Masthead Logo: 2.18" wide x 0.437" high
Corporate Logo: 2.18" wide x 0.437" high
File format: .tiff or .eps

ROP Ads



Print Issue	Advertising Closing Date	Material Due Date	Printed
Business Publications: Asia-Pacific/Middle East/Africa	March 2, 2010	March 4, 2010	March 2010
Business Publications: Europe	June 1, 2010	June 3, 2010	June 2010
Business Publications: The Americas	September 14, 2010	September 16, 2010	October 2010
Newspapers Worldwide	August 10, 2010	August 12, 2010	September 2010
Consumer Magazines Worldwide	October 26, 2010	October 28, 2010	November 2010

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

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