

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 & Dividers

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 Rosemary LaCroix at 800.851.SRDS (7737) ext. 5170

Shipping Instructions:

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

Final Book Trim 10.3125" X 11"

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

Dividers

Tabbed Section Divider (80")

Bleed: 10.4375" x 11.5"
Trim: 10.1875" x 11"

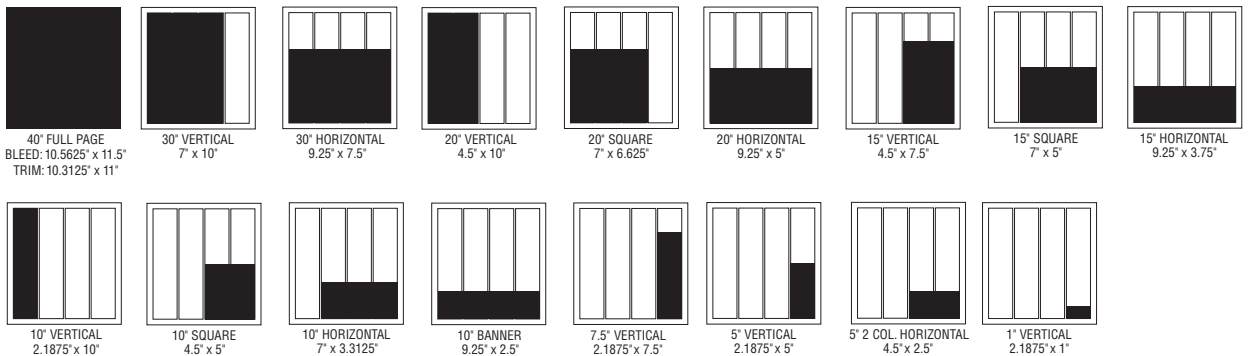
Custom Tab

Bleed: 2.3125" x 0.625"
Trim: 2.0625" x 0.5"
Live: 1.6875" x 0.4375"

Logos

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

ROP Ads



Print Issue	Advertising Closing Date	Material Due Date	Printed
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Business Publications: Asia-Pacific/Middle East/Africa	March 9, 2008	March 14, 2008	April 2008
Business Publications: Europe	June 4, 2008	June 9, 2008	July 2008
Business Publications: The Americas	September 16, 2008	September 24, 2008	October 2008
Newspapers Worldwide	July 25, 2008	July 28, 2008	September 2008
Consumer Magazines Worldwide	October 21, 2008	October 24, 2008	December 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