

## 2010 Print Production Guidelines

### Mandatory Requirements

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

- All images must be **high-resolution** (at least **300 dpi**).
- All photos and graphics must be in **CMYK mode**, no RGB or Spot colors.
- PDF files should be optimized for Acrobat 5.0.
- Only include crop and registration marks** on covers 1-4 and spine ads (crop and registration marks must be **offset 0.125"** from trim). **No crop and registration marks allowed** on any other ad unit.
- Set page size to trim size of final ad and include all ad graphics and images within the final ad dimensions.
- Do not combine several ads on one page, or multiple pages in one PDF file.
- Do not embed any color management profiles in your pdf.
- Embed all fonts** into your pdf. **Do not subset font families.** [click here for help](#)
- SWOP-certified **proof**, including SWOP approved color bars, required for all color ads. Laser proofs acceptable for b&w ads only.
- Keep copy on all bleed ads at least 0.5" from gutter and 0.25" from top, bottom and face.
- Build black type from **100% black**, not CMYK.
- 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.**

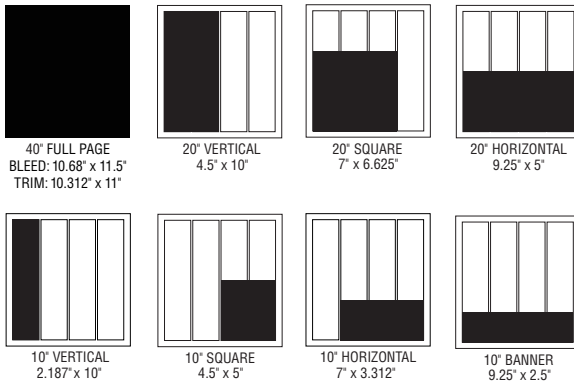
#### Questions?

Call Jose Fernandez at  
800.851.SRDS (7737) ext. 5169

#### Shipping Instructions:

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

### NAS Print ROP Ads



### Front-Page Images and Brand Portfolio Images

2.18" wide x 3" high (no crop or registration marks)  
*(neither dimension can be larger, but either can be smaller)*  
**File format:** Press Quality PDF

### Logos

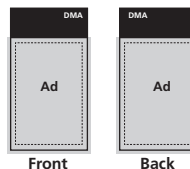
**Masthead Logo:** 2.18" wide x 0.437" high  
**Corporate Logo:** 2.18" wide x 0.437" high  
**File format:** .tiff or .eps

### Connections Ads (Annual)

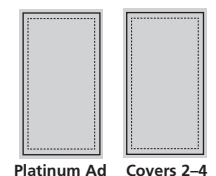
**First Cover**  
Bleed: 6" x 7.5"  
Trim: 5.5" x 7"  
Live: 4.5" x 6"



**Market Sponsor Ad (Front & Back)**  
Bleed: 6" x 9.5"  
Trim: 5.5" x 9.25"  
Live: 4.5" x 8.25"



**Platinum Ad & 2nd, 3rd, 4th Covers**  
Bleed: 6" x 11.375"  
Trim: 5.5" x 10.875"  
Live: 4.5" x 9.875"



### NAS Print Market Sponsor Ads

Bleed: 10.812" x 11.5"  
Trim: 10.312" x 11"  
Live: 9.312" x 10"

### NAS Print Covers (1-4)

#### First Cover

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

#### Other Covers (2-4)

Bleed on 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

### NAS Print 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"

# Newspaper Advertising Solutions



## 2010 Closing Dates

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### Closing Dates January 1, 2010

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

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### Newspaper Advertising Source® Print Edition Dates

Issue	Ad Close	Materials Due	Mail Date
2010	3/16/10	3/19/10	April 2010

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### Newspaper Connections® Dates

Issue	Ad Close	Materials Due	Mail Date
2010	6/8/10	6/11/10	July 2010

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## 2010 Print Production Guidelines & Closing Dates

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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 & 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.

### ROP Ads

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

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**Ads that are not acceptable will be returned to the advertiser for correction.**

### Questions?

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800.851.SRDS (7737) ext. 5169

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Jose Fernandez  
SRDS Production Department  
1700 Higgins Road, 5th floor  
Des Plaines, IL 60018-5605

**Final Book Trim 8.375" X 10.875"**

### Covers

#### First Cover

Bleed (top, bottom, right): 6.375" x 11.375"  
Trim: 5.875" x 10.875"  
Live: 5.375 x 10.375"

#### Other Covers

Bleed (4 sides): 8.75" x 11.375"  
Trim: 8.375" x 10.875"  
Live: 7.875 x 10.375"

#### Spine

7.5" depth, width varies  
(discuss with your SRDS contact)

### Dividers

#### Tabbed Section Divider (60")

Bleed: 8.625" x 11.375"  
Trim: 8.25" x 10.875"  
Live: 7.75 x 10.375"

#### Custom Tab

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

### ROP Ads

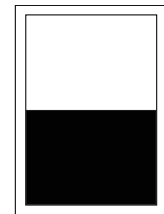


**FULL PAGE (30")**  
(INCLUDES BLEED)

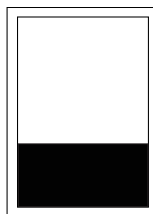
BLEED: 8.75" x 11.375"  
TRIM: 8.375" x 10.875"  
LIVE: 7.875" x 10.375"



**2/3 PAGE (20")**  
7" x 6.625"



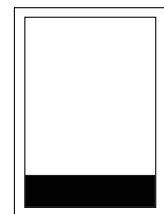
**1/2 PAGE (15")**  
7" x 5"



**1/3 PAGE (10")**  
7" x 3.312"



**1/4 PAGE (7.5")**  
7" x 2.5"



**1/6 PAGE (5")**  
7" x 1.625"

**ISSUE**

October

**ADVERTISING CLOSING DATE**

August 31, 2010

**MATERIAL DUE DATE**

September 3, 2010