

2010 Print Production Guidelines & Closing Dates

Mandatory Requirements

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

- All images must be **high-resolution** (at least **300 dpi**).
- PDF files should be optimized for Acrobat 5.0.
- 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](#)
- 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**.
- Please do not use special characters in file name.

Covers, Dividers & Inserts

- All photos and graphics must be in **CMYK mode**, no RGB or Spot colors.
- Include crop and registration marks** (must be **offset 0.125"** from trim).
- SWOP-certified proof**, including SWOP approved color bars, required for all color ads. Laser proofs acceptable for b&w ads only.

ROP Ads & Logos

- All photos and graphics must be **b&w or black plus one spot color**.
- 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 SRDS Production Department at 800.851.SRDS (7737)

Shipping Instructions:

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

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

Inserts

Full Page (40")
Bleed: 10.812" x 11.5"
Trim: 10.312" x 11"
Live: 9.312" x 10"

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)

Dividers

Tabbed Section Divider (80")

Bleed: 10.687" x 11.5"
Trim: 10.187" x 11"
Live: 9.187" x 10.5"

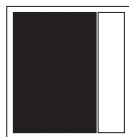
Custom Tab

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

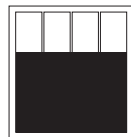
ROP Ads



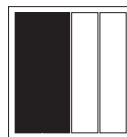
40" FULL PAGE
BLEED: 10.68" x 11.5"
TRIM: 10.312" x 11"



30" VERTICAL
7" x 10"



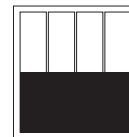
30" HORIZONTAL
9.25" x 7.5"



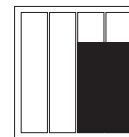
20" VERTICAL
4.5" x 10"



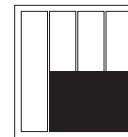
20" SQUARE
7" x 6.625"



20" HORIZONTAL
9.25" x 5"



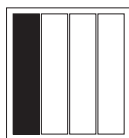
15" VERTICAL
4.5" x 7.5"



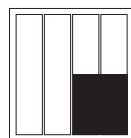
15" SQUARE
7" x 5"



15" HORIZONTAL
9.25" x 3.75"



10" VERTICAL
2.187" x 10"



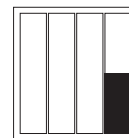
10" SQUARE
4.5" x 5"



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"



5" 3 COL. HORIZONTAL
7" x 1.625"

Issue

2011 issue

Advertising Closing Date

November 9, 2010

Material Due Date

November 12, 2010

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

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