

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 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"**

Logos

Masthead Logo: 2.18" wide x 0.4375" high

Corporate Logo: 2.18" wide x 0.4375" high

File format: .tiff or .eps

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"

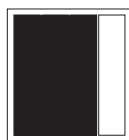
Spine

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

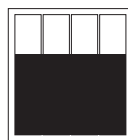
ROP Ads



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



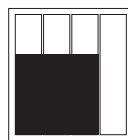
30° VERTICAL
7" x 10"



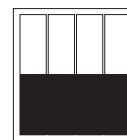
30° HORIZONTAL
9.25" x 7.5"



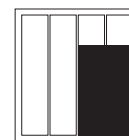
20° VERTICAL
4.5" x 10"



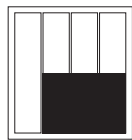
20° SQUARE
7" x 6.625"



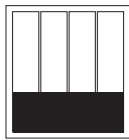
20° HORIZONTAL
9.25" x 5"



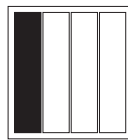
15° VERTICAL
4.5" x 7.5"



15° SQUARE
7" x 5"



15° HORIZONTAL
9.25" x 3.75"



10° VERTICAL
2.1875" x 10"



10° SQUARE
4.5" x 5"



10° HORIZONTAL
7" x 3.3125"



10° BANNER
9.25" x 2.5"



7.5° VERTICAL
2.1875" x 7.5"



5° VERTICAL
2.1875" x 5"



5° 2 COL. HORIZONTAL
4.5" x 2.5"



5° 3 COL. HORIZONTAL
7" x 1.625"



1° VERTICAL
2.1875" x 1"

Issue Advertising Closing Date Material Due Date

Issue	Advertising Closing Date	Material Due Date
February	December 24, 2007	December 27, 2007
May	March 24, 2008	March 28, 2008
August	July 1, 2008	July 3, 2008
November	September 26, 2008	October 1, 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