

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.

Covers

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 & 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 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

Final Book Trim 10.312" X 11"

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"

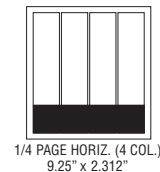
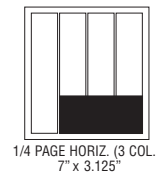
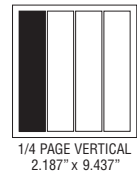
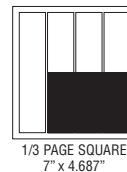
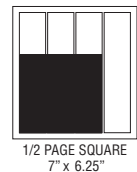
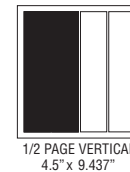
Spine

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

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



ISSUE

ADVERTISING CLOSING DATE*

MATERIAL DUE DATE

2010

January 19, 2010

January 21, 2010

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