

## 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

- 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 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

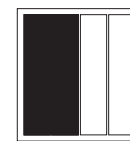
### ROP Ads



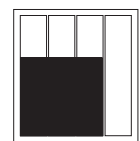
FULL PAGE  
BLEED: 10.68" x 11.5"  
TRIM: 10.312" x 11"



3/4 PAGE  
7" x 9.437"



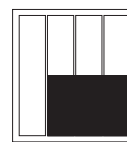
1/2 PAGE VERTICAL  
4.5" x 9.437"



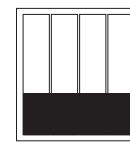
1/2 PAGE SQUARE  
7" x 6.25"



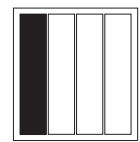
1/2 PAGE HORIZONTAL  
9.25" x 4.687"



1/3 PAGE SQUARE  
7" x 4.687"



1/3 PAGE HORIZONTAL  
9.25" x 3.5"



1/4 PAGE VERTICAL  
2.187" x 9.437"



1/4 PAGE SQUARE  
4.5" x 4.687"



1/4 PAGE HORIZ. (3 COL.)  
7" x 3.125"



1/4 PAGE HORIZ. (4 COL.)  
9.25" x 2.312"

### ISSUE

2010

### ADVERTISING CLOSING DATE

February 9, 2010

### MATERIAL DUE DATE

February 12, 2010

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