

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 Jessica Mahaffey at 800.851.SRDS (7737) ext. 5172

Shipping Instructions:

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

Final Book Trim

10.3125" X 11"

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

Logos

Masthead Logo: 2.18" wide x 0.4375" high
Corporate Logo: 2.18" wide x 0.4375" high
File format: .tiff or .eps

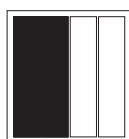
ROP Ads



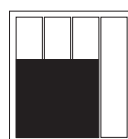
FULL PAGE
BLEED: 10.5625" x 11.5"
TRIM: 10.3125" x 11"



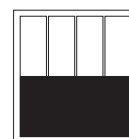
3/4 PAGE
7" x 9.4375"



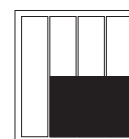
1/2 PAGE VERTICAL
4.5" x 9.4375"



1/2 PAGE SQUARE
7" x 6.25"



1/2 PAGE HORIZONTAL
9.25" x 4.6875"



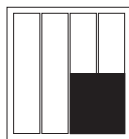
1/3 PAGE SQUARE
7" x 4.6875"



1/3 PAGE HORIZONTAL
9.25" x 3.5"



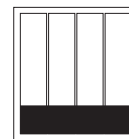
1/4 PAGE VERTICAL
2.1875" x 9.4375"



1/4 PAGE SQUARE
4.5" x 4.6875"



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



1/4 PAGE HORIZ. (4 COL.)
9.25" x 2.3125"

Issue

Advertising Closing Date

Material Due Date

Spring/Summer

February 14, 2008

February 18, 2008

Fall/Winter

August 13, 2008

August 19, 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