

AD SPECIFICATIONS

TOP 5 PREPRESS TIPS

- 1 Ad size should match ad specs, including trim safety margin.
- 2 Bleed should be pulled out 1/8" beyond trim size with all crops and marks set beyond bleed. Text must be kept within the live area specified on ad requirements.
- 3 Resolution of images should be at least 300 dpi.
- 4 All images and fonts need to be included with native application files.
- 5 Make sure all fonts are embedded when sending PostScript and PDF files.

PDF Files (preferred)

PDF files are encouraged and should be created with the following specifications: all fonts embedded • zip compression with downsampling set no less than 300 dpi. Try to convert as many layers to a background tiff as possible.

Publication Format

Three-column, standard magazine size (8-1/8" x 10-7/8") with covers and inside pages printed web off set and saddle-stitch bound, produced using a PDF-based workflow in a 100% digital, computer-to-plate environment.

Macintosh Native Files

We accept Macintosh native Adobe InDesign documents. All necessary images and fonts (including fonts used in EPS graphics) must be supplied. Adobe Type 1 Postscript fonts are preferred, but Macintosh TrueType fonts will also be accepted. Ads may also be supplied as high resolution TIFF or EPS files. If working in Illustrator, please convert all fonts to outlines before submitting your file.

Image Files

All image files submitted with native documents should be in TIFF or EPS format. Continuous tone images, such as photographs, should be grayscale or CMYK at a resolution of 300 dpi. Low resolution image files (like the 72 dpi images commonly found on the Internet) will appear fuzzy or pixelated when printed.

Color Conversion

Ads with graphics created in Photoshop or Illustrator should be created in CMYK. Graphics that are converted from an RGB to CMYK in these applications may have blacks that cause printing problems at the press.

Ink Density

A maximum ink density of 300% is required. Rich black should be built: K-100% C-40%.

File Submission

We can accept ads via FTP, CLOUD Storage, e-mail, or on CD-ROM. Please be certain to clearly identify who the material is from and what issue it is intended for. All files should be sent to: production@MomentumMedia.com

PLEASE NOTE: If electronic files supplied deviate in any way from the above guidelines, we cannot guarantee accurate reproduction.

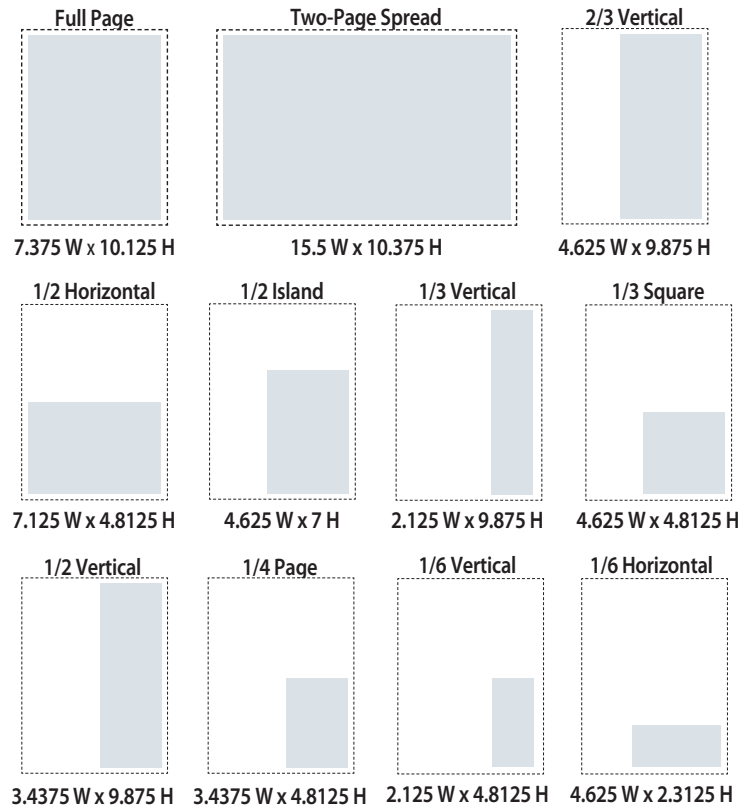
QUESTIONS? CONTACT:

Mike Townsend, ext. 13, email: mt@MomentumMedia.com
Send materials to: Mike Townsend, MomentumMedia
20 Eastlake Road, Ithaca, NY 14850
607-257-6970 • Fax 607-257-7328 or 5642
email: production@MomentumMedia.com

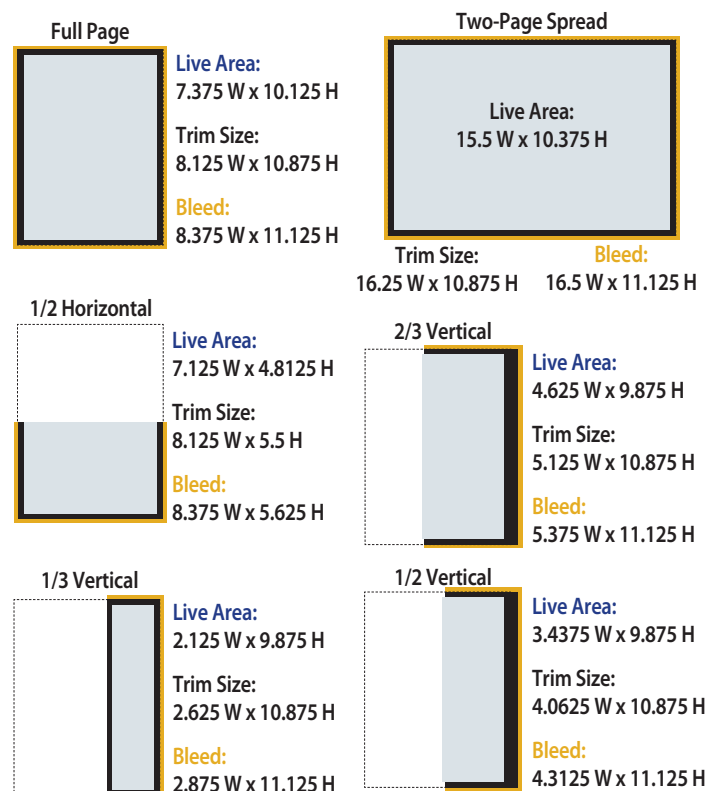
AD REQUIREMENTS

All measurements in inches

NON-BLEED AD DIMENSIONS



BLEED AD DIMENSIONS



Bleeds UNAVAILABLE in sizes other than those listed.