Adcrafter Roster Edition - Material Requirements – Due date: Friday, May 20, 2016

Email materials to Melanie Davis, mdavis@adcraft.org

Technical questions to Jim Nosakowsi at jimn@bookerpage.com

Ad materials must be supplied in an industry-standard digital format (specifications below).

Ad Sizes

Trim Size: 8-3/8" wide by 10-13/16" deep

Bleed Size: 8-5/8" wide by 11-1/16" deep **Spread Bleed Size:** 17-1/4" wide by 11-1/16"

***Safety:** all live material to be 3/8" from trim.

Standard Advertising Unit Dimensions:

Spread: 16-3/4" x 10-13/16"
Full Page: 8-3/8" wide by 10-13/16”
2/3: 4-7/8"x10"
1/2 Vertical: 4-7/8"x7-3/8"
1/2 Horizontal: 7-1/2” w x 4-3/4 h
1/3 Square: 4-7/8"x4-7/8"
1/3 Vertical: 2-1/3"x10
1/3 Horizontal: 7-1/2"x3-1/4"
1/4 Vertical: 2-1/3"x7-3/8"
1/4 Horizontal: 7-1/2"x2-3/8"

Format
High Res PDF or Disc

Data Formats - PREFERRED FORMAT-PDF (With Test)

High End File Formats PostScript (contact name/phone)
TIFF/IT-P1 (FP, CT, LW and HC) TIFF/IT-P1 (FP, CT and LW)

(Tagged image file format/image technology-Phase 1)
FP=Full Placement Pre-rastorized page format - Master File
CT=Continuous Tone
LW=Line Work
HC=High Contrast

Resolution Require LW files at 2400 resolution Require CT files at 300 resolution

Desktop Element Formats - Full Page Ads Only

Images/Scans TIFF EPS DCS

DCS=Desktop Color Separation (5 channel EPS)

Fonts - PostScript Type 1 ONLY **Logos/Artwork** - EPS TIFF

Digital Proofs

Contract Proofs - Type of Proof

DDCP (Kodak Approval, Screen TrueRite, Optronics, Intelliproof, etc.)
DDCP=Digital Dot Color Proof
Film-based proofs (Matchprint, Cromalin, Fuji, Signature, etc.)

Color Calibration

SWOP standards GAFT/SWOP approved scales, targets and control patches

Misc. desktop instructions/standards

Build pages to trim size and extend bleed a minimum of 1/8" beyond page edge
All elements must be placed at 100% size
Include all fonts, images/scans, logos/artwork
Do not nest EPS files in other EPS files
Pantone colors must be in CMYK mode
All images/scans must be in CMYK
Four-color solids should not exceed SWOP density of 280%