

## Mechanical Specs Information

Ads should be built to the final trim size of the publication with .125" bleed and .25" trim margin for non-bleed elements.

### Live area and bleed requirements:

- Ads should be built to the final trim size of the publication with .125" bleed and .25" trim margin for non-bleed elements.
- Include standard trim, bleed and center marks in all separations, 1/2" outside trim (no marks included in the "live" image area).
- A contract color proof should accompany all ad file submissions. Ads featuring spot colors must be furnished with a color-separated proof or a marked up composite proof indicating color breaks for spot color elements.

### Digital Specifications: (PDF/X-1a files recommended)

- All furnished PDF files should comply with PDF X-1a specifications
- The PDF version should be either 1.3 or 1.4.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved.
- Images must be SWOP (CMYK or Grayscale), TIFF or EPS between 200 and 400 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images.
- Fonts can be Type 1, Open type, or TrueType fonts. Multiple Master fonts are not recommended.
- Do not menu-style your fonts.
- Total area density should not exceed SWOP 300%
- Do not submit CT/LW, TIFF-IT, or DCS files embedded in a PDF "wrapper" (PDF to go).
- Ensure that all image, art, tint and type elements are set to knock out or overprint as desired
- The ad should be right-reading, in portrait mode, at 100% size, and no rotations.
- Exporting a PDF from InDesign is not recommended. Composite fonts (also known as CID or "Identity-H" fonts) have been known to have problems from time to time. It is best to avoid them. If a customer accepts files from advertisers which contain composite fonts, or export PDFs from any version of InDesign which converts all fonts to the composite format, there is a risk that the fonts will not image correctly.
- DO NOT export as PDF from Quark (5 or 6). Instead write to a postscript file from the native application and distill into a PDF using Adobe Acrobat Distiller using the correct job options.
- It is recommended that the PDF file be certified PDF X-1a using a PDF preflight utility. PDF certification utilities included:
  - [Adobe Acrobat Professional](#)
  - [Apago Check Up](#)
  - [Enfocus Instant PDF](#)
  - [Enfocus Pitstop](#)

Visit our printer's website for [General File Guidelines](#).