

Production Specs/Mechanical Requirements (10/06)

Magazine Trim Size: 8-1/4" x 10-7/8"
 Printing Process: Sheetfed Offset
 Binding Method: Saddle Stitch
 Page Format: 2 & 3 Column

AD SIZES

Spread

Full Page

Back Cover

1/2 page digest

2/3 page

1/2 page horizontal

1/2 page spread

1/3 page square

1/3 page horizontal

1/3 page vertical

1/4 page

1/6 page

NON-BLEED

15-1/2"w x 10"h

7-1/4"w x 10"h

7-1/4"w x 8-5/8"h

4-5/8"w x 7-1/2"h

4-5/8"w x 10"h

7-1/4"w x 4-7/8"h

15-1/2"w x 4-7/8"h

4-5/8"w x 4-7/8"h

7-1/4"w x 3-1/4"h

2-3/8"w x 10"h

3-1/2"w x 4-7/8"h

4-5/8"w x 2-1/2"h

BLEED

17"w x 11-3/8"h

8-3/4"w x 11-3/8"h

8-3/4"w, height is n/a

NA

5-3/8"w x 11-3/8"h

8-3/4"w x 5-1/2"h

17"w x 5-1/2"h

NA

NA

3-1/8"w x 11-3/8"h

NA

NA

(use this also for full page back cover)
(this back cover size is for the self mailer specs)

Allow 1/4" safety from trim size on all sides for live matter not intended to bleed and 3/8" across from gutter. All ads must contain final crop marks and color bars to ensure proper reproduction.

Colors: We print four-color process: cyan, magenta, yellow and black (CMYK). Please convert your RGB images to CMYK. This is especially important for PDF files, as we cannot change your embedded images. For RGB files we receive, we will contact you to see if you wish to make the conversion for a small fee or if you would rather make the conversion yourself.

Electronic Ads: All ads should be submitted electronically using the following specifications: We compile the CAREgiver in Quark Xpress 6.5 for the Mac.

Preferred Materials:

- Adobe Acrobat PDF optimized for "Press Quality"! Fonts must be embedded. PDF files must be set up in 4.0 or later, earlier versions are not compatible with our film house. We accept 7.0.
- Quark Xpress 6.5 or before. Make sure you gather all images and fonts.
- Adobe Photoshop EPS or TIFF Format.
- Illustrator or CorelDraw EPS format (convert fonts to outline before saving). Make sure all files are CMYK.

Disk types accepted: CD-Rom, DVD

Fonts: Include all fonts used in the creation of your ad. Also include all fonts used in graphics imported into the ad. When using level one Postscript fonts, please include both the screen and printer font in art and all graphic files. Not all TrueType fonts represent themselves properly when your ad is output at a higher resolution than your desktop printer.

Graphics: High-resolution electronic images (300 dpi in most cases) are required. Please save all images and graphics as TIFF or EPS. (NO JPEG's). You may compress larger images. We use Stuffit Deluxe to uncompress files. It handles most common compression methods including zip files.

Color proofs: Color proofs must be provided with a color electronic ad. If a color proof is not provided, reproduction of color is at our discretion. Changes to ads will be billed as quoted.

We wish to show your ad in its best possible light. These specs are designed to help us to that end. If we have to correct files not set up to our specs, additional charges may be incurred.

All advertising material will be scrapped if not claimed within six months after publication.

SHIP MATERIALS TO:

CAREgiver Magazine

Production Department

2970 Maria Ave., Suite #210

Northbrook, IL 60062

847/480-9400

f: 847/564-7770

e-mail: art@CAREgiverMag.com (PLEASE FAX US A HARDCOPY OF B/W LAYOUTS, OR MAIL US A COLOR PRINTOUT)

FTP using Netscape Navigator and MS Explorer

Type URL: <ftp://transfer@ftp.masgraphics.com>

Password: xchange

FTP using Fetch

Host: <ftp.masgraphics.com>

User ID: transfer

Password: xchange

Directory: (leave blank)

Note: Please also send us a regular e-mail announcing that your art is on the FTP site. Provide the name of the file.