

## DIGITAL FILE PREPARATION GUIDELINES FOR PRINT

### APPLICATIONS

Adobe Acrobat, Illustrator, InDesign, Photoshop, QuarkXPress.

### PREFERRED FORMAT

PDF (Press Optimized with no RGB or Spot Colors).

**NOTE:** All magazines will have a digital edition generated. All web urls and email addresses must contain active links.

**Active links are lost in rasterized PDFs.**

*Photoshop files created for any ad configuration that contains a Bleed, must be set to Bleed size before saving as a PDF.*

### IMAGE FORMATS

300 DPI or higher. Image Mode is CMYK Color or Grayscale. Color Type is Process.

### COLOR

All ads must be converted to CMYK. The use of Pantone/Spot colors may incur additional charges if used.

### FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.). Use the actual Bold or Italic font.

### TRAPPING

Set all type and elements on top layers to knockout. If overprint is specified for desired effect, do not knockout.

### AD SUBMITTAL

Ad Portal (AdDesk): **PDF ONLY**.  
*Ad Portal cannot accept compressed files.*

Photoshop files saved as PDFs are acceptable, *but* must be set to bleed size.

**New advertisers**, please contact your Production Manager for log in credentials

**Existing advertisers**, click link <http://addesk.bobit.com/> to log in and follow upload instructions.

*If you are unable to use our ad portal system (Ad Desk), please contact Production Manager for further instructions.*

### PRODUCTION MANAGER

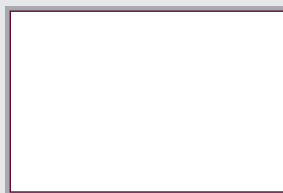
Brian Peach  
310-533-2548  
brian.peach@bobit.com

### AD SIZES

Information regarding placement and size of ads may be found in the media kit.

Live Area for Full Page is 7"x10"

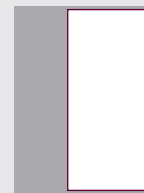
Live Area for Two Page Spread is 15"x10"



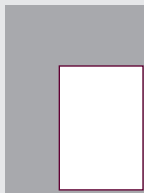
Two Page Spread  
\*15.75 x 10.75"



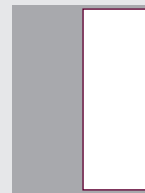
Full Page  
\*7.875 x 10.75"



2/3 Vertical  
4.5625 x 10"



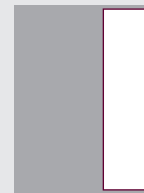
1/2 Island  
4.5625 x 7.5"



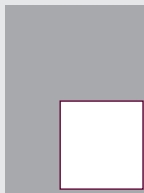
1/2 Vertical  
3.375 x 10"



1/2 Horizontal  
7 x 4.875"  
\*\*7.875 x 5.25"



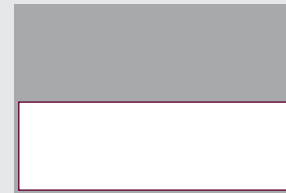
1/3 Vertical  
2.1875 x 10"  
\*\*2.5 x 10.75"



1/3 Square  
4.5625 x 4.875"



1/4 Vertical  
3.375 x 4.875"



1/2 Horizontal Spread  
14.875 x 4.875"  
\*\*15.75 x 5.25"

\* For Bleed Settings add 1/8" (.125") to Top, Bottom, and Sides

\*\* Document Trim Size for Bleed, then add 1/8" (.125") to Top, Bottom, and Sides