

Garden-Decor

Specifications: trim size for our full page publication is **7 7/8" x 10 1/2"**

(If using Quark Xpress, Please pull out picture boxes 1/8" around trim size to create bleed. Do not change document size.)

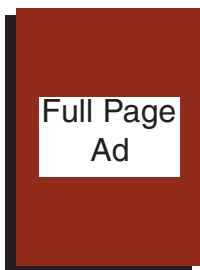
Standard Spread



7 7/8" x 10 1/2" 7 7/8" x 10 1/2"

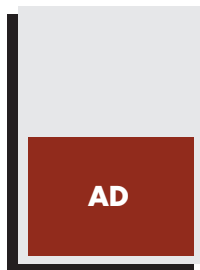
Please build your 2 page spread
as 2 separate
7 7/8" x 10 1/2" documents
(side by side)

Standard Page



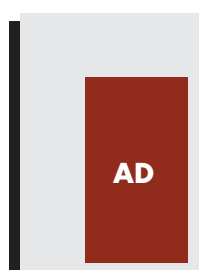
7 7/8" Width
10 1/2" Height

1/2 Horizontal



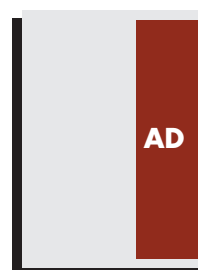
7" Width
4 7/8" Height

1/2 Island



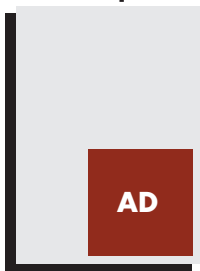
4 5/8" Width
7 3/8" Height

1/3 Vertical



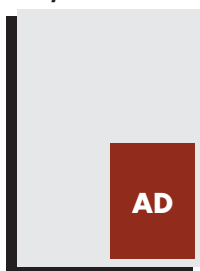
2 1/4" Width
10" Height

1/3 Square



4 5/8" Width
4 7/8" Height

1/4 Vertical



3 3/8" Width
4 7/8" Height

Showcase Ads



3" Width
2 5/8" Height
For each single ad

Showcase ads will
be set up as 6 ads
on a single page
the size for each
ad will be 3" x 2 5/8"

Materials Required

ALL DIGITAL FILES MUST BE ACCOMPANIED WITH A GOOD CONTRACT COLOR DIGITAL PROOF.
(If a color proof is not provided, we can provide this service at a fee of \$50.00 per proof.)

If a Digital File cannot be provided, you must contact your sales representative. An
additional charge of \$100.00 will be incurred to convert film materials to a digital format.

All Digital Files must be built in a CMYK format, to exact size.

Two or Three-Color Ads: Process separation (Yellow Magenta Cyan or Black) are required. If a pantone
custom color must be used, please contact your sales representative for additional charges.

Please send all digital materials to our Production Department: **Reed Business Information • (Att: Tom Weber)**
7025 Albert Pick Road • Suite 200 • Greensboro, NC 27409 Phone:(336) 605-1081 Fax:(336) 605-1143
email: tweber@reedbusiness.com



Send all contracts, insertion orders, ect to:

Reed Business Information • A division of Reed Elsevier Inc.
7025 Albert Pick Road, Suite 200 • Greensboro, NC 27409
Mailing Address: P.O. Box 2754 • High Point, NC 27261
(336) 605-0121 • Fax (336) 605-1158

REED BUSINESS GREENSBORO ELECTRONIC FILE GUIDELINES

Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems we will contact you and work to resolve them (with applicable charges). In order to minimize any problems please read and follow the guide below. If preflight software or Quark Xpress is used on your end, utilize the "*collect for output*" feature and provide the report with your file and hard copy output.

Hardware/Software Specifications

Platforms Supported

MS Windows Based

Macintosh

Media Supported

3 ½" diskette – 1.44 Mb

Zip disk – 100Mb, 250Mb

Jaz disk – 1Gb, 2Gb

CD-ROM/R/RW

File Formats Supported:

Illustration Packages

Adobe Illustrator

Composition Packages

Quark Xpress4

Data Formats

EPS (Fonts must be embedded or sent)

TIFF

Bitmap

Layout

- Ad should be created at 100% of final print size. This should correspond to sizes published in the media kit or as instructed by a Cahners representative.
- Crop marks for ads should be at trim size and should be ¼" away from trim. Any bleed should extend 1/8" from trim.
- Do not use the predefined "hairline" width rule within drawing or page layout applications.
- Do not use smaller than 8 point bold type or type that is less than .01 inch at the thinnest part of a character or rule in areas that print in reverse.
- **In ads that have edge bleed (such as full page) keep important elements such as type a minimum of 3/8" away from the trim.** This is to insure nothing is trimmed off that conveys information or is important to the integrity of the design.
- Never embed your images, include them as separate files.

Fonts

- We require the use of PostScript fonts. Preferred vendor is Adobe.
- Do not use multiple master fonts.
- Please supply all fonts used in the artwork design. This includes fonts used in EPS graphics. If this is not possible please change applicable text to outlines.
- **Include both screen and printer fonts in the font folder.**
- Do not use style options to customize a font; use the actual font itself.

Color

All images must be CMYK.

- Make sure graphic files used are supplied in the following manner:

Resolution

Color Images

266ppi to 300ppi

Line art

1200ppi to 2400ppi

- Please note that unless a Pantone spot color has been purchased all color spaces in graphic and page layout files need to be set to CMYK (process separation). If a Pantone color is being used make sure to define the name as the recognized Pantone color name and to not set that color to be separated or specify it in CMYK.

Proofs

All Digital Files Must Be Accompanied With a Good Contract Color Digital Print.

(If a color print is not provided, we can provide an IRIS for \$50.00 per print.)

- Remember, the prepress operator and printers will use your hardcopy as a final guide.
- Kodak Approval, IRIS, Fuji Digital, Imation Digital, Dupont Digital Waterproof and Cromalin are industry recognized contract proofs. We cannot be held responsible to match close color from proofs such as ink jet or laser proofs.

If an inkjet or laser proofs are supplied, we can only try to match to a pleasing color. We cannot be held responsible for matching to exact color being these kinds of proofs are not industry standard proofs.

FTP Site.

FTP is not an acceptable file transmission method. FTP can be used only as a last resort, and with the approval of the production manager. All ads should be submitted by disk.

Production Charges

- Supplied film will be converted to digital via a process called copydotting for a charge of \$100.
- Simple changes like showroom, phone numbers, or addresses can be made on most files for a charge of \$50.
- IRIS proofs can be supplied for press match for \$50.
- To avoid production charges please provide a digital file for your ads and a good contract proof.