

## Production Specifications

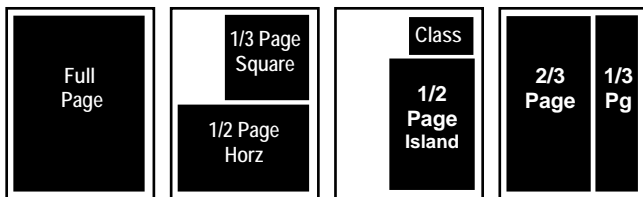
The following specifications are for the purpose of controlling the quality of magazine printing on high-speed sheet fed presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less-desirable printed results.

- Printing Process: Sheet Fed, saddle-stitched.
- Final Trim Size: 8 1/4" x 10 3/4" Live Area: 7 1/4" X 9 3/4"

### Ad Sizes

Position/Shape	Display	Bleed
Inside Front Cover	7 1/4 X 9 3/4	8 1/2 X 11
Inside Back Cover	7 1/4 X 9 3/4	8 1/2 X 11
Back Cover	7 1/4 X 9 3/4	8 1/2 X 11
Full Page	7 1/4 X 9 3/4	8 1/2 X 11
2/3 Page (Vertical)	4 5/8 X 9 3/4	5 1/4 X 11
1/2 Page (Island)	4 3/4 X 7 1/4	No Bleed
1/2 Page (Horizontal)	7 1/4 X 4 3/4	8 1/2 X 5 3/8
1/3 Page (Vertical)	2 1/4 X 9 3/4	2 7/8 X 11
1/3 Page (Square)	4 5/8 X 4 3/4	No Bleed
Classified Section	3 1/2" X 2"	No Bleed

All bleed dimensions include 1/8" bleed for trim. For bleed ads, please keep live copy 1/4" from trim and crop marks. CMYK, 4-color process printing only.



### Contact Information

For questions regarding production specifications, to request quotes for new ad design or change existing ads, please contact the Production Coordinator at [production@choice-online.com](mailto:production@choice-online.com)

For advertising sales information, please contact: [garry@choice-online.com](mailto:garry@choice-online.com)

### File Format

All digital files must be submitted in MAC FORMAT ONLY (minimum of 300dpi resolution) in one of the following applications (in order of preference):

- Adobe Acrobat PDF (v. 7.0 or higher). A printable PDF must be generated from a properly prepared native file (Adobe InDesign or Pagemaker) using the DDAP Universal Print Driver and DDAP Universal Job Options Settings for Distiller. See detailed instructions at <http://www.choice-online.com/advertise>
- Adobe Illustrator EPS (v.5.5 or higher) include all placed images (CMYK .tif or .eps), screen and printer (postscript) fonts (if not converted to outlines).

Imported graphics placed in Illustrator must be MAC FORMAT (CMYK .tif or .eps), source file elements for PS files not embedded in the design must be included.

- Adobe Photoshop (v.3.0 or higher) all layers flattened and saved as CMYK .tif or .eps format.

Fonts should be included in a separate folder with the screen and printer files (Postscript Type 1 format).

Publisher does not bear responsibility for minor text reflow due to use of altered copyrighted fonts, including application specific stylized fonts.

Additional costs may be charged to the advertiser for materials that do not conform to the Publisher's mechanical requirements, including alterations/changes, file conversion and/or outlining.

### Media Delivery

All files should be compressed and emailed to [production@choice-online.com](mailto:production@choice-online.com) or sent via FTP. Please contact the Production Coordinator for FTP address information.

Please DO NOT COMPRESS files using JPEG or LZW compression. If necessary, use third-party compression software (Aladdin Dropstuff, Stuffit Deluxe, Quicktime Pro, etc.)

Color and/or B+W proofs must be included to ensure accurate reproduction.

If no proof is supplied, one may be pulled at the advertiser's expense.

Publisher does not assume responsibility for omissions or color discrepancies where proofs are not supplied.

Please ensure that company name, contact name and phone number are included with the digital files and proof.

## PDF Preparation Specifications

The following specifications are for the purpose of ensuring accurate preparation and reproduction of your PDF file. Any deviation from these specifications may result in less-desirable printed results or request for revised file.

In order to generate printable PDFs, it is important that the native file (Adobe InDesign or Pagemaker) is prepared accordingly.

### Preparing native files for printable PDFs:

- 2 page spreads need to be submitted as single page files
- Set page geometry to 8.25" x 10.75" for full page ads
- Set page geometry to live or bleed size for fractional advertising
- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted
- Embed all fonts
- Rules should be .025 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

### Preparing a PDF file (Preferred format):

- Use DDAP Universal PPD Print Driver
- Use DDAP Optimized Job Options for Distiller
- Set crop marks with a 12 point offset
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks (9.25" x 11.75")

### Digital Advertising Resources

Download DDAP printer drivers & distiller settings from the Digital Distribution of Advertising for Publications (DDAP)  
<http://www.ddap.org/>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org>

<http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>

### Contact Information

For questions regarding PDF preparation specifications please contact us at [production@choice-online.com](mailto:production@choice-online.com)