



## Electronic Ad Specs & Guidelines

**The process of submitting your ads electronically is simple, especially when you follow the guidelines below.**

**For further information, contact the Electronic Print Services Department at  
Ph: (440) 942-2000 • Fax: (440) 975-3447**

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**Below are simple step by step instructions for sending your ad files via the Internet to Meister Media Worldwide.**

**Please note:** File compression is recommended for all files being submitted. Links to download free copies of WinZip (for PC files) and Stuffit (for Mac files) are provided on the second part of our Digital Ad Upload Form.

1. Log onto [www.meistermedia.com](http://www.meistermedia.com)

2. Click on the **"Upload Your Ad"** button in the right column.

3. Depending on what type of ad you are submitting, click on **Print, Web, or e-News.**

4. Complete Digital Ad Upload Form Step 1 and click **Continue to Step 2 to Upload Your Ad**

5. Attach file(s) by clicking **BROWSE...** navigate to your file(s) & then double click on file(s).

**PLEASE NOTE:** Please limit your file name to less than 25 characters. Please make sure your file name contains the name of the advertiser. Please avoid using special characters such as \*,/,., etc...These may cause problems upon receipt at Meister Media Worldwide.

6. Click **UPLOAD** to send file(s)

Please wait to disconnect until your file has been successfully uploaded (this may take some time, especially if your ad contains multiple images or large graphics).

A message will appear on the screen which reads:

Upload Results

The following file(s) were uploaded:

<LIST\_OF\_YOUR\_FILENAMES>

7. You're done! Thank you for sending your ad to us via the Internet.

### Acceptable Document Formats / Applications:

- Adobe InDesign CS2 (Mac or PC)  
(We are **unable** to accept CS3 files. Please export a high res PDF file if you currently use CS3)
- QuarkXPress (Mac or PC)
- Adobe Acrobat (Mac or PC)
- Adobe Photoshop (Mac or PC)
- Adobe Illustrator (Mac or PC)
- Adobe Pagemaker (Mac or PC)
  
- We are **unable** to accept Microsoft Word, Publisher, Excel, Works or PowerPoint.
- If your ad was created using a PC, all graphic elements should be saved as "FOR MACINTOSH".
- All graphics must be high resolution (300 dpi or above at 100%) EPS, TIFF, PICT, JPEG-Hi-res files, also must include original (native) files. We are unable to accept: JPEG (low-res), GIF, Word Metafile or any internet graphics for print.
- We cannot output color files created with RGB – all color ad files must be created using CMYK or spot Pantone colors.

### Fonts:

- Only postscript and open type fonts accepted. True Type will not be accepted.
- Must include both printer and screen fonts with ad files.
- Fonts in ad files created on a PC will be substituted with the closest matching Macintosh font.
- Due to legal restrictions, customer supplied fonts cannot be kept on file by Meister Media Worldwide, therefore fonts must be supplied with each new file submitted.

### Submit your electronic ad using the following disk / media type:

- FTP (log onto [www.meistermedia.com](http://www.meistermedia.com))
- CD-ROM (Mac or PC)
- We reserve the right to refuse ads submitted via e-mail.

### Proofs:

- Proofs are required for all electronic ad files submitted. (Meister Media Worldwide cannot be held responsible for the content and/or output of customer supplied files if a proof is not supplied)
- Color ad files should be accompanied by one of the following types of proofs:
  - Kodak Approval
  - Equivalent color accurate digital proof
- In the event no color proof is supplied by the customer, Meister Media Worldwide may be required to provide a suitable color proof to the printer at the customer's expense.

# Mechanical Specifications and Shipping Information

## PAGE/AD DIMENSIONS



Trim Size  
8" x 10-3/4"



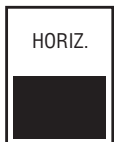
1 Page  
6-7/8" x 10"



2/3 Page  
4-1/2" x 10"



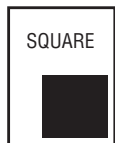
1/2 Page  
4-1/2" x 7-1/2"



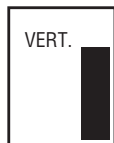
1/2 Page  
6-7/8" x 4-7/8"



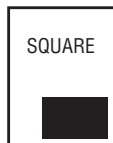
1/3 Page  
2-1/8" x 10"



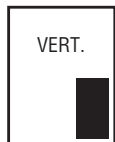
1/3 Page  
4-1/2" x 4-7/8"



1/4 Page  
2-1/8" x 7-1/2"



1/4 Page  
4-1/2" x 3-3/4"



1/6 Page  
2-1/8" x 4-7/8"



1/6 Page  
4-1/2" x 2-3/8"



1 Inch  
2-1/8" x 1"

Full page bleed: 8-1/4" x 11"

Spread bleed: 16-1/4" x 11".

Material not to trim should be held 1/2" from trim edges.

## PRINTING PROCESS/BINDING

Printed using 150 line screen to SWOP standards/saddle stitched.

## PRINTING SPECIFICATIONS

**Acceptable Materials:** Electronic files are preferred. Final reproduction quality is contingent upon sharpness of materials furnished.

All advertising composition costs will be charged at the publisher's cost.

All 4/C materials should meet SWOP® standards. No allowance for error in key number. Materials will be held for one year from last insertion.

## INSERT SPECIFICATIONS

Inserts stitched into publication (contact the publisher for pricing):

- 2 pages stitched in\* – 12-1/2" x 11" (Including 4" binding flap - no type)
- 4 pages stitched in\* – 16-5/8" x 11" (Including additional 3/8" on high folio side for automatic binding lip)

Inserts tipped on to publication (contact the publisher for pricing):

- 2 pages tipped on\* – 8-1/8" x 11"
  - 4 pages tipped on\* – 16-1/4" x 11"
- \*1/8" head (trim and bleed); \*1/8" foot (trim and bleed)

## PROOFS

Proofs are required for all electronic ad files submitted. PDF files or fax are acceptable for all ads, unless ads require critical color matching. Color accurate proofs, such as Kodak Approval, are required for all color critical ads. (Meister Media cannot be held responsible for the content and/or output of customer supplied files if an acceptable proof is not supplied).

## AD MATERIALS SHIPPING INSTRUCTIONS

All correspondence, contracts, insertion orders with identification proofs and ad materials should be shipped prepaid to:

### Publication Name

37733 Euclid Avenue, Willoughby, OH 44094-5592

Attention: Print Services

## INSERT SHIPPING ADDRESS

### Publishers Press

13487 South Preston Hwy., Lebanon Junction, KY 40150

Attention: **Publication Name/Month**

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