

ADVERTISING SPECIFICATIONS

DEADLINES

Ad materials are due one week after the space closing date of each publication. Please contact your Account Executive for space and copy deadlines.

AD SUBMISSION

Ads may be submitted on disk or via e-mail (production@encoremegiagroup.com). Ads should be accompanied by a hard copy proof (see Proofs below).

Encore Media Group strives to reproduce your ad to industry quality standards. Advertiser, agency or designer is responsible for the resolution and quality of images, color match, font reproduction and/or typographical errors.

Color ads must be created using CMYK. (No RGB).

If you would like your disk returned, please provide a self-addressed, stamped envelope or disk mailer.

PREFERRED AD FORMAT

- PDF file (press optimized, CMYK, fonts embedded)

If .pdf file is inconsistent with ad specifications, the ad will be returned to advertiser for modification, or run as submitted.

PDFs created using PDF Writer, Publisher, Word, Excel and PowerPoint are not acceptable.

ALTERNATE AD FORMATS

- InDesign
- Photoshop file (tiff)
- Freehand
- PageMaker
- Illustrator
- Quark

Should your submitted file require modification to meet ad specifications, it may be subject to production charges.

Please help us keep the number of fonts on our system to a minimum. Also, we cannot accept PC fonts onto our system. If you're going to use several fonts, or a PC font, create your ad in an illustration program such as Freehand or Illustrator and convert to paths. Encore reserves the right to substitute fonts.

Encore will not accept ads created in Word, Publisher or Corel.

PROOFS

For quality control purposes, a proof (hard-copy printout) of your ad should be provided. The following are preferred proof formats:

Black/White ads: Laser printer proof

4-color ads: Digital color proof, contract quality, such as a Agfa Sherpa, Kodak , Iris, etc. Note that a color printout from a non-calibrated printer is not accurate or representative of print quality. A contract quality digital color proof can be generated by Encore Media upon request, and is subject to prevailing costs.

AD COMPOSITION SERVICES

Encore provides layout, typesetting, scanning and prepress services. Costs vary according to the type of work required. Production costs are non-commissionable. For more information, please see the Advertising Services Price Sheet or contact your Account Executive.

PUBLICATION SPECIFICATIONS

Format: 3 column
 Column Width: 2.25"
 Trim Size: 8.375" x 10.875"
 Bleed Size: 8.625" x 11.125"
 Live Area: 7.375" x 9.875"— place all text and graphics that don't bleed within the live area.
 Printing: Heatset web offset
 Color: Four color process (CMYK)
 Line Screen: 150 dpi
 Resolution: photos 300 dpi, line art 1200 dpi

DISPLAY AD SIZES

Size/ Configuration	Width	Depth
Full Page No Bleed	7.375"	9.875"
Full Page With Bleed	8.625"	11.125"
2/3 Vertical	4.75"	9.875"
1/2 Vertical	4.75"	7.375"
1/3 Vertical	2.25"	9.875"
1/3 Square	4.75"	4.875"
1/6 Vertical	2.25"	4.875"
1/6 Horizontal	4.75"	2.375"
1/12 Square	2.25"	2.375"
2-Page Spread	15.625"	9.875"
2-Page Spread With Bleed	17"	11.125"

