

Material Specifications

All materials must include a contract quality color proof calibrated to SWOP specifications and a color bar generated from the digital data.

Journal Trim Size

8.5 X 11 inches, 0.25 inch trim at head, face, and foot. Keep live matter 0.25 inches inside trim.

File Specifications

QuarkXPress 6.5 Documents

- Mac format files.
- Please ensure process, RGB, and Pantone colors are set to CMYK separation.
- Set up QuarkXPress document size to actual ad trim size (8.5 X 11 inch for full page nonbleed)
- Do not center live matter within large document (ie, 7.5 X 10 inch ad should be in QuarkXPress document exactly that size)
- Do not save QuarkXPress files as EPS graphics
- Do not stylize TIFFs in QuarkXPress. Colorize them in Photoshop

Adobe Illustrator CS2 Documents

- Save all Illustrator graphics as EPS files.
- All fonts must be converted to outlines.

Photoshop CS2 Files

- Uncompress TIFF or EPS files (no LZW or JPEG compression).
- Four-color images saved in CMYK mode.
- Do not use transfer functions with EPS files.
- Do not save EPS files in DCS format.

PDF Files

Save high-resolution PDF files at 300 dpi at 100% final size. Do not use Postscript Level 3. Please include crop marks and bleeds. Accompany all PDF files with a hard-copy proof.

Proofs Required

All advertising files must be accompanied by a composite laser hard-copy proof of all pages. **If a hard-copy proof is not supplied, vtarc Companion cannot assure accuracy on press.**

Files can be supplied on CD-Rom.

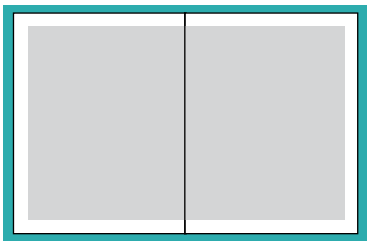
Preflight Summary/Checklist

Please run professional preflight software, include a printout of the report, and collect all documents before saving them to CD to ensure what you send is complete and problem free.

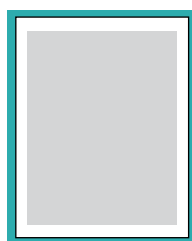
Do Not Send!

- Images that are saved at less than 300 dpi.
- RGB images.
- JPEG images.
- Indexed color images.
- Images with extra channels.
- Microsoft Publisher or Corel files.
- TIFFs that have been stylized or colorized in QuarkXPress.
- TIFFs with LZW compression or EPS files with JPEG compression.
- RGB colors or spot colors in the color palette (please delete QuarkXPress default red, green, and blue)
- Halftone screens applied in Photoshop.
- OpenType, TrueType, Multiple Master or menu-styled fonts.

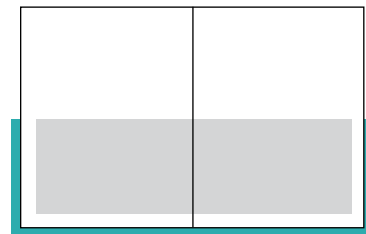
vtarc Companion Ad Sizes



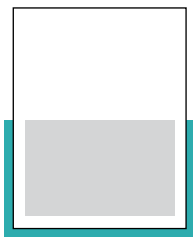
Two-Page Spread
Nonbleed: 16 x 10 in.
Bleed: 17.5 x 11.5 in.



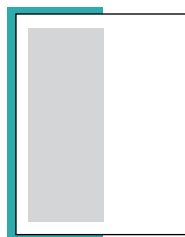
Full Page
Nonbleed: 7.5 x 10 in.
Bleed: 8.75 x 11.5 in.



1/2-Page Spread
Nonbleed: 16 x 4.625 in.
Bleed: 17.5 x 5.5 in.



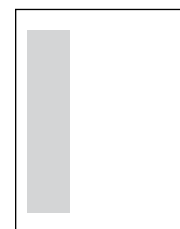
1/2-Page Horizontal
Nonbleed: 7.5 x 4.625 in.
Bleed: 8.75 x 5.5 in.



1/2-Page Vertical
Nonbleed: 3.5 x 10 in.
Bleed: 4.25 x 11.5 in.



1/4-Page
Nonbleed: 3.5 x 4.625 in.



1/3-Page Legal
Nonbleed: 2.125 x 9.75 in.