

SPEC SHEET

OUR DIGITAL AD SPECIFICATIONS AND MECHANICAL REQUIREMENTS

DIGITAL AD SPECS

All electronic ads must be Macintosh compatible, created on InPhotoshop or Illustrator and accompanied by a proof (dot-based) such as Kodak Approval or CREO Spectrum. All color proofs must meet SWOP standards and we suggest a color bar for accuracy. Traveler Publications is not responsible for ads sent without proofs or ads not meeting our electronic submissions requirements. A design fee will be incurred for any work Traveler Publications does on behalf of the customer. Material should be sent directly to our office, on a CD by date agreed upon. (No film is accepted.)

APPLICATIONS

In design

Quark Xpress: All linked graphics and Postscript Type 1 fonts included (we strongly recommend using "Collect for Output").

Adobe Photoshop: TIFFs, EPS, JPGs accepted. Files must meet a minimum of 300-dpi requirement and be converted to CMYK.

Adobe Acrobat (PDF format): All resulting PDFs must be high resolution. A proper Postscript file must be generated and distilled within Acrobat Distiller with 1.3 compatibility in order to be accepted.

Any files not meeting these criteria will be rejected.

Adobe Illustrator: Convert all fonts to Outline. Do not embed images, link them to the document and submit them with native document.

FONTS

Include a copy of ALL fonts used in you files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type 1. TrueType and Multi Master format will not be accepted.

TECHNICAL ASSISTANCE

Please call our office should you have any questions about these guidelines. You may reach us at (619) 216-8035.

ANY ADS CREATED BY TRAVELER PUBLICATIONS WILL BE SUBJECT TO PRODUCTION CHARGES.

ADVERTISING MATERIALS DELIVERED BEYOND DEADLINE MAY BE SUBJECT TO ADDITIONAL CHARGES.

PUBLICATION TRIM SIZE: 8.375" x 10.875"

PRINTING: WEB OFFSET

BINDING METHOD: PERFECT BOUND

Three columns to a page, 140 lines to a column, 420 lines to a page.

AD SIZES: All dimensions are in inches, width by height.

