

DIGITAL AD SUBMISSION GUIDELINES

DIMENSIONS

- Please refer to the following pages for exact ad specifications. Allow 1/4-inch bleed on all sides. Allow 3/8 inch safety from trim on all sides for live (text and images) matter.

DIGITAL ADVERTISEMENT

Media Specifications

- Zip optical disk — 100MB only
- CD-ROM
- Email (up to 15MB files) —
Send to: steph@stephthedesigner.com
Use StuffIt or WinZip to compress all files.
- FTP — If you have an FTP site, please provide address for retrieval.

Platform: Macintosh (can accept PC)

Software Specifications

- QuarkXpress 6 —> (for Mac or PC)
- Adobe Photoshop CS —> (for Mac or PC)
- Adobe Illustrator CS —> (for Mac or PC)

Other software programs unable to export composite postscript are not acceptable publication-level programs (Microsoft Word, Publisher, Print Shop Pro are examples). If you are unsure whether or not the program you have used to create your ad is acceptable, please feel free to contact the publisher)

Image Specifications

- All images should be saved 400dpi at final size.
- All line art should be scanned at NO LESS than 1200 dpi at final size.
- Acceptable image formats: PSD, TIFF, EPS
- All color image files must be set up and saved as CMYK. RGB and indexed color are unacceptable formats.
- Do not use JPG, GIF, BMP, or PCT formats. They are not postscript compatible, and therefore unacceptable.

Font Specifications

- Digital files must include all screen and printer fonts. If using an illustration program to layout ad (such as Illustrator, Freehand, or Corel), please convert all fonts to outlines / paths, and save file as EPS.

Missing fonts will cause a delay in processing and will require production and extra charges to follow up with advertiser. If fonts remain unavailable, we will select a font replacement.

SUBMITTING YOUR DIGITAL ADS

1. PDF Files — If you have Acrobat Distiller, you may provide PDF files if you have the proper job options file. Please contact the publisher for further information.

2. Application Files — As listed under Software specifications. All elements must be placed at 100% size. Do not rotate, crop, or distort images in layout program. Make these changes in an image program before importing into the layout program. Supply Quark "Collect for Output" or similar reports.

3. A Photoshop/Illustrator compatible file — Please follow image preparation specifications in previous section. Remember: if submitting your ad in this manner, it automatically becomes uneditable if text or image changes are required.

PROOFS

- **Color or B&W laser proof.** Black & white laser prints are not acceptable for color proofs.
- **Proofs must be provided at 100% size.**

A proof must accompany a digital file! **We will not be responsible** for reproduction problems or file corruptions associated with ads not accompanied by a proof.

VERY IMPORTANT:

By submitting a digital file to Mangrum Publishing you have submitted an Advertiser-approved ad. Mangrum Publishing assumes that the ad has been approved by the advertiser and that the advertiser has seen a substantial proof BEFORE submitting a digital ad.

MANGRUM PUBLISHING

WEDDINGS
M A G A Z I N E

PREMIER
baby & child

AD SIZE TEMPLATES

1/2 Page Horizontal
5.875" x 4.25" (35p3 x 25p6)

Templates continued on next page —>

full page w/ bleed - bleed area (7" x 10")

full page w/ bleed - trim (6.5" x 9.5")

full page no bleed (5.875" x 8.75")

Full Page no bleed:

5.875" x 8.75" (35p3 x 52p6)

Full Page w/ bleed:

Trim: 6.5" x 9.5" (39p x 57p)

Bleed: +.25" (1p6)

Total: 7" x 10" (40p6 x 60p)

Please Note: If you are producing a full page ad w/ bleed, you **MUST** leave **AT LEAST** a 1/4-inch margin around the trim, for any text or pictures that you DO NOT wish to bleed. We cannot be held responsible for any text that is cut off at time of printing, if these specifications are not followed. We recommend using the specifications for a full-page with no bleed for any text or pictures you do not wish to bleed.