



HIGH-IMPACT DIMENSIONS AND GUIDELINES

GUIDELINES FOR SUPPLYING ADS

We accept ads in the following electronic format:

- ▷ PDF files should be created using postscript files distilled using PDF/X-1a settings with all fonts embedded. Please include crop marks offset 0.125"; full page ads should include a 0.125" bleed on all sides.
- ▷ Documents made using QuarkXPress, Adobe InDesign, Illustrator or Photoshop.
- ▷ Files with fonts included/embedded (both screen and printer fonts). Outline all fonts whenever possible.
- ▷ Scanned photos or art should be saved as EPS or TIFF files.
- ▷ Scanned color photos should be saved as CMYK; not RGB.
- ▷ Scanned photos should be saved at a minimum 300 DPI resolution; not 72.
- ▷ Files that include RGB or SPOT COLOR will be converted to CMYK unless directed otherwise.
- ▷ All ads should be submitted with a proof. A press match print is required to guarantee color output.
- ▷ Supply all supporting EPS and TIFF files (such as logos, photos, special artwork) used in your document.
- ▷ Ads can be submitted on CD or DVD, please contact your ad coordinator for placing ads on our FTP site.

We use the following programs: Adobe InDesign CS5, Illustrator CS5 and Photoshop CS5.

Advertising material not meeting the specifications outlined above and requiring additional preparation will be billed for the work performed.

PRODUCTION CHARGES

Advertisers providing material not meeting the specifications outlined in the Rate Card and requiring additional preparation work will be billed for the work performed. This can include mechanical, typesetting, material duplication and/or creative charges required to ensure that material meets specifications.



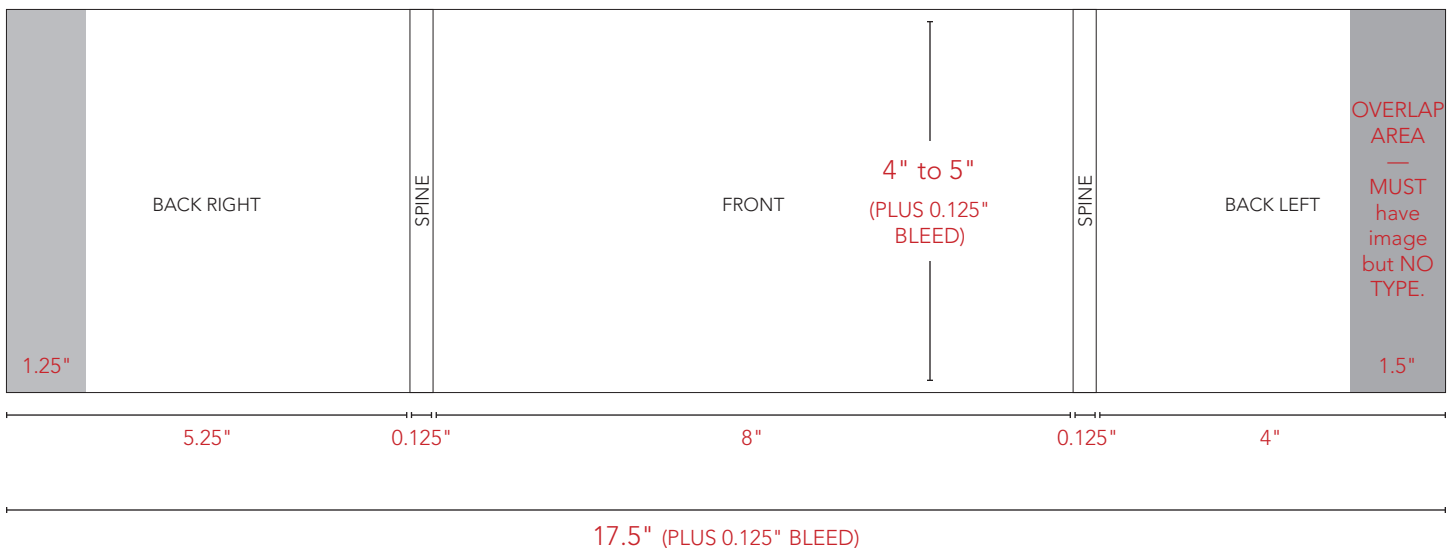


BELLY BANDS

- ▷ Please see diagram below for belly band measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Belly Bands must fold Right over Left on the back of the magazine.
- ▷ If the same band will be used for more than one issue, the total amount needed should be printed at one time.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Typically prints on 80# Text

NOTE: Bellyband height must be restricted to allow its placement to be at least 0.25" below nameplate and 0.25" above inkjet box.

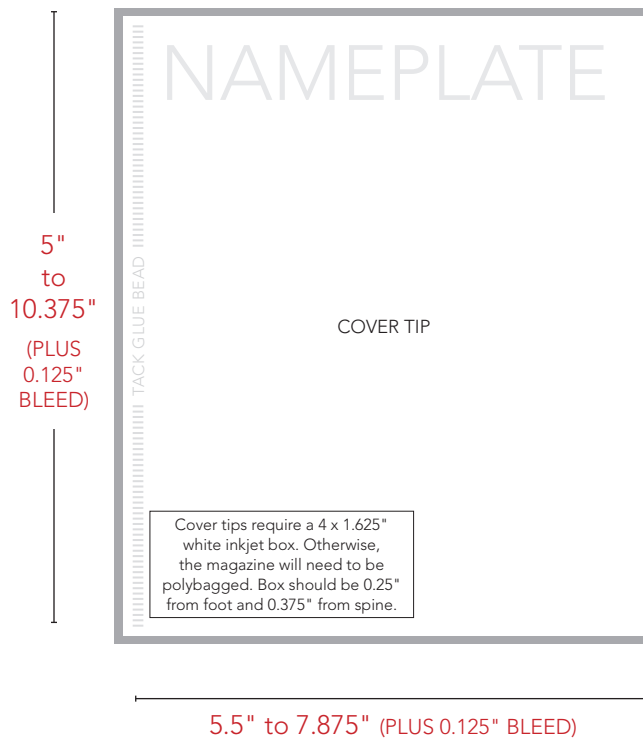
NOTE: Magazines over 80 pages or with multiple inserts may require modifying the spine dimension. Please check, if uncertain.





COVER TIPS

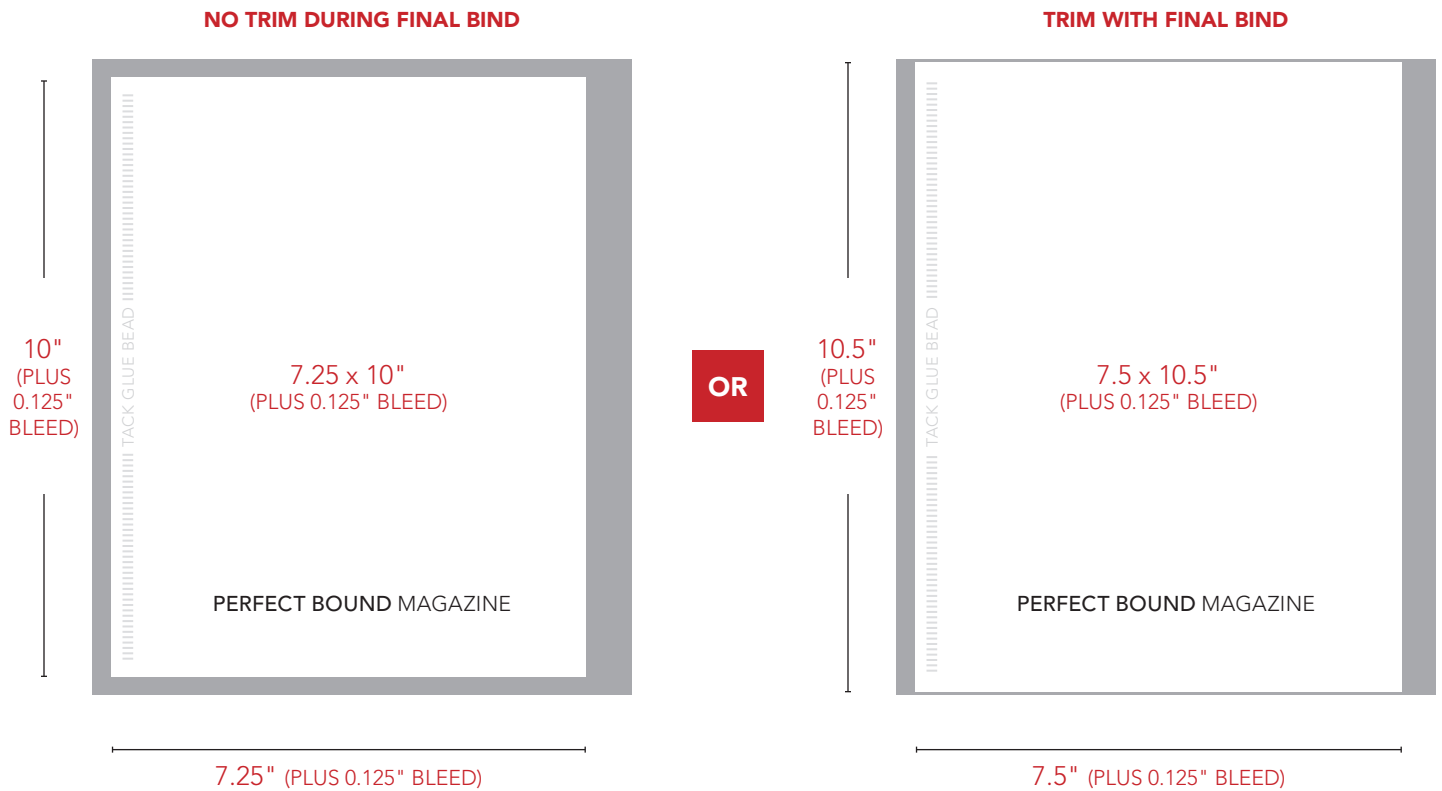
- ▷ Please see diagram below for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Full cover tips must include nameplate; partial cover tips do not cover nameplate.
- ▷ Cover tips require an inkjet box on the tipped piece (otherwise, they'll be polybagged or paper labeled at additional cost).
- ▷ If the same cover tip will be used for more than one issue, the total amount needed should be printed at one time.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Typically prints on 80# Text



NOTE: A full cover tip for this magazine is 7.875 x 10.375" (plus 0.125" bleed on all sides)

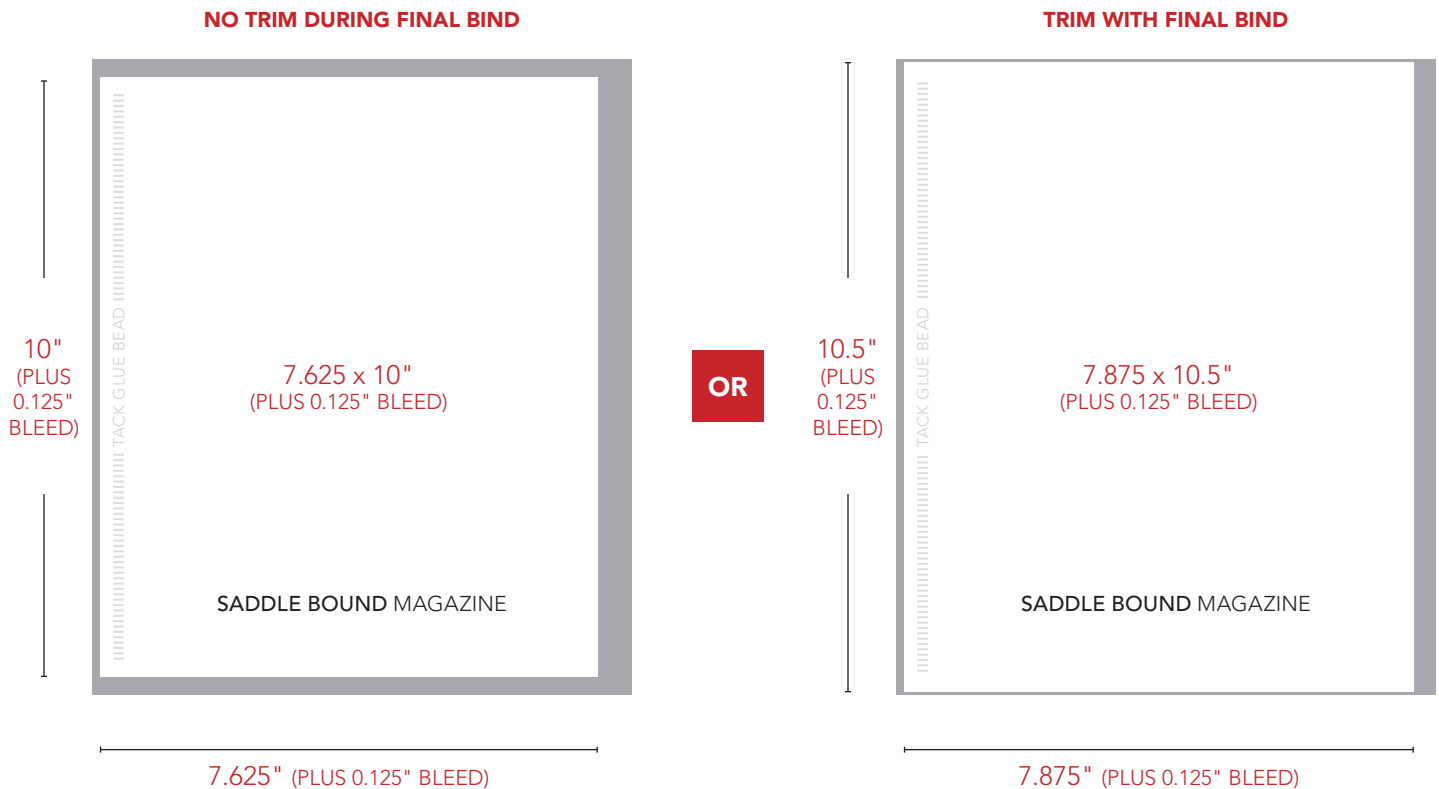
TIPPED SUPPLEMENTS / INSERTS PERFECT BOUND

- ▷ Please see diagram below for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Single-page inserts typically print on 70# or 80# Text depending on trim size.
For paper weight recommendations on multi-page inserts, please check with CSM.



TIPPED SUPPLEMENTS / INSERTS SADDLE BOUND

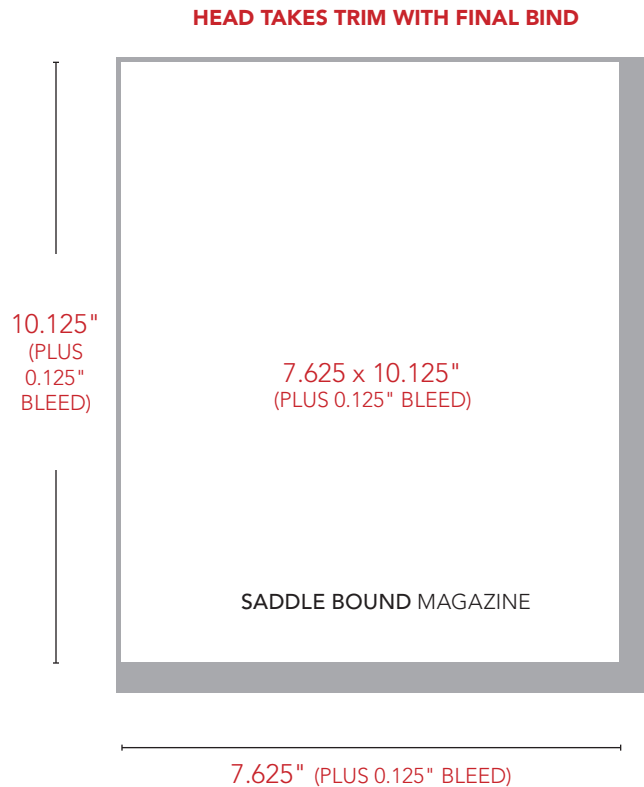
- ▷ Please see diagram below for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Single-page inserts typically print on 70# or 80# Text depending on trim size.
For paper weight recommendations on multi-page inserts, please check with CSM.



STITCHED CENTERBOUND INSERT SADDLE BOUND

- ▷ Please see diagram below for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ The file must arrive 3 weeks prior to the issue date.
- ▷ Multi-page inserts are stitched as center signature; Single-page inserts require a binding tab.

NOTE: If the insert is only 4 pages, it must print on 70# or 80# text stock or slow downs will occur.



BIND-IN CARDS OR INSERTS PERFECT BOUND

PLACEMENT BETWEEN SIGNATURES

- Size: Minimum Trim: 4.5" wide x 5.5" deep
Maximum Trim: Size of the publication
- Bleed: Add 1/8" (0.125") to each edge
- Thickness: 0.007" minimum to 0.012" maximum

PLACEMENT INSIDE FRONT OR BACK COVER

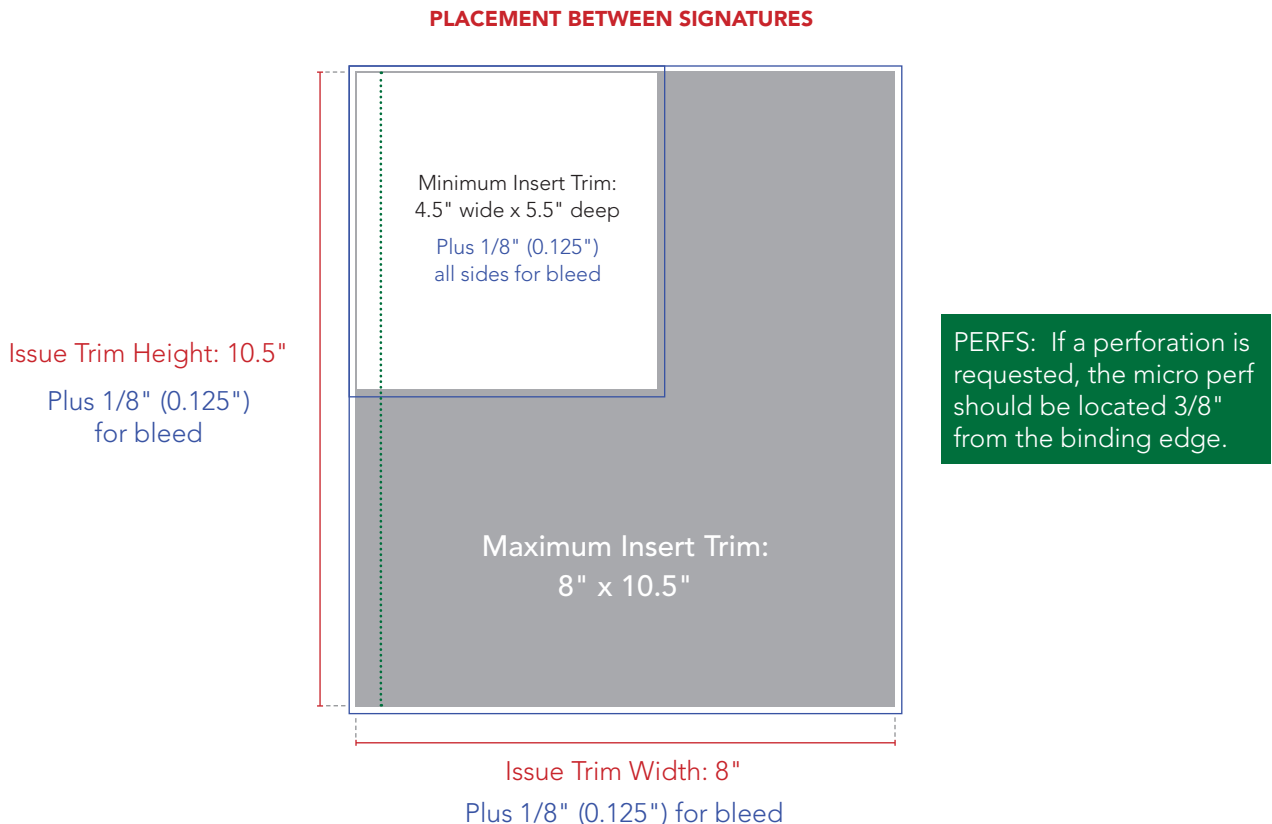
- Size: Must match the trim size of the book
- Bleed: Add 1/8" (0.125") to each edge
- Thickness: 0.010" minimum to 0.012" maximum

FILE MUST ARRIVE 1 WEEK PRIOR TO THE ISSUE UPLOAD DATE

POSITIONING: Bound-in inserts and cards cannot float; they will be jogged to the head unless requested otherwise. If floating is desired, the piece must be tipped to a signature. If an insert or card fails to meet these specifications, it may be tipped to a signature. (See Tipping Specifications) When two or more inserts are gathered in the same location, and at least one or more is less than one-half the depth of the final trim size, then a premium will apply.

PERFS: If a perforation is used, micro perfs (12 or more teeth to the inch) are required because coarser perforations often interfere with or fail during binding. The micro perf should be located 3/8" from the binding edge.

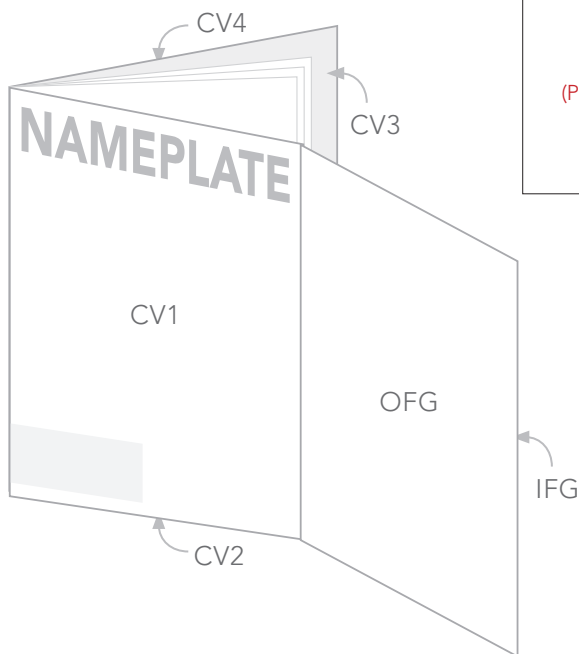
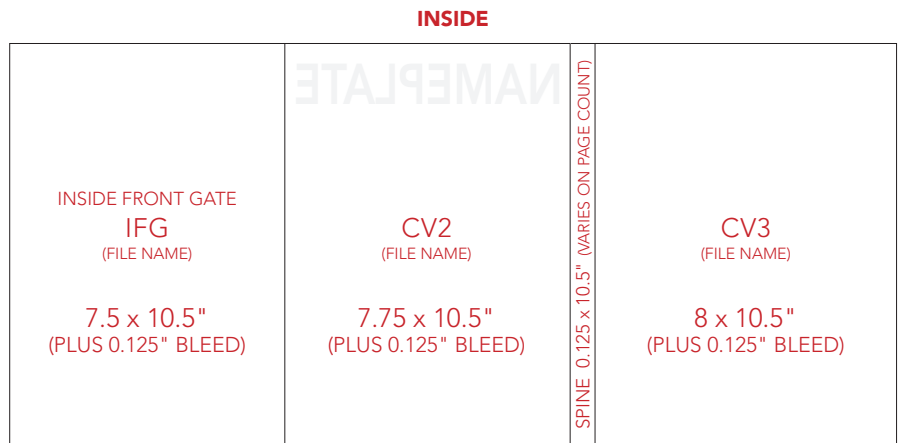
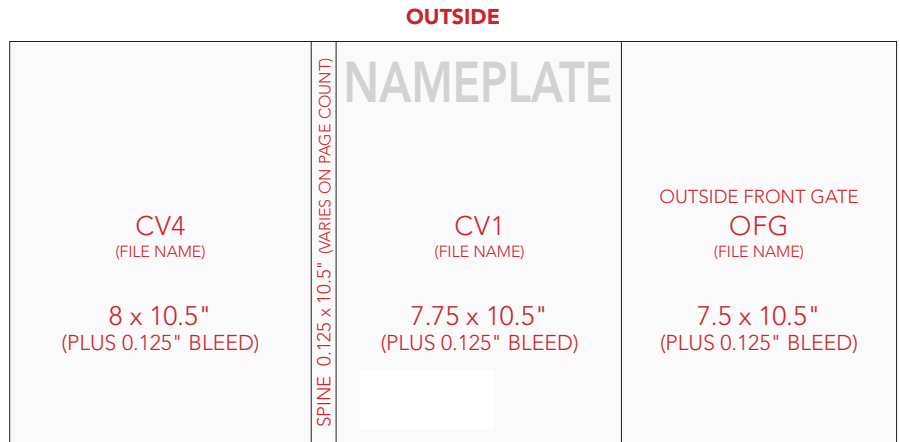
NOTE TO ADVERTISERS PROVIDING ALREADY PRINTED MATERIAL: If you are providing already printed material for insertion into our magazine, the pieces must arrive at our printing facility with an extra 1/8" along the binding edge for grindoff and an extra 1/8" at the head for final trim.





6-PAGE COVER GATEFOLD PERFECT BOUND

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Gatefold Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.





6-PAGE COVER GATEFOLD SADDLE BOUND

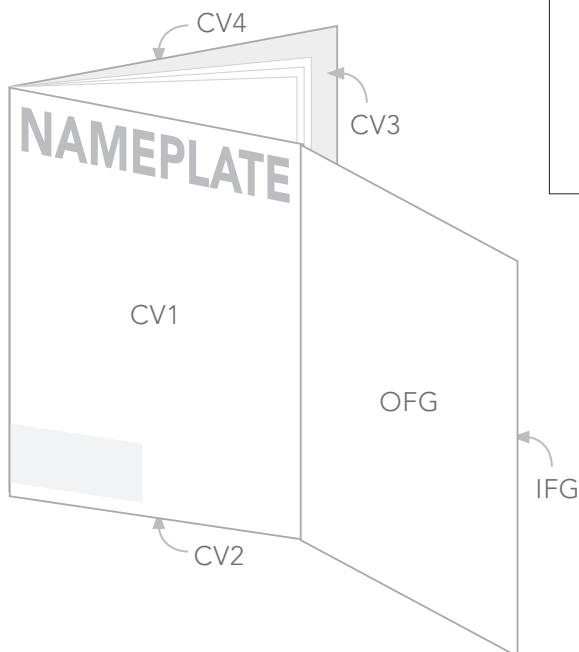
- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.
- ▷ Gatefold Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.

OUTSIDE

CV4 <small>(FILE NAME)</small> 8 x 10.5" <small>(PLUS 0.125" BLEED)</small>	NAMEPLATE CV1 <small>(FILE NAME)</small> 7.75 x 10.5" <small>(PLUS 0.125" BLEED)</small>	OUTSIDE FRONT GATE OFG <small>(FILE NAME)</small> 7.5 x 10.5" <small>(PLUS 0.125" BLEED)</small>
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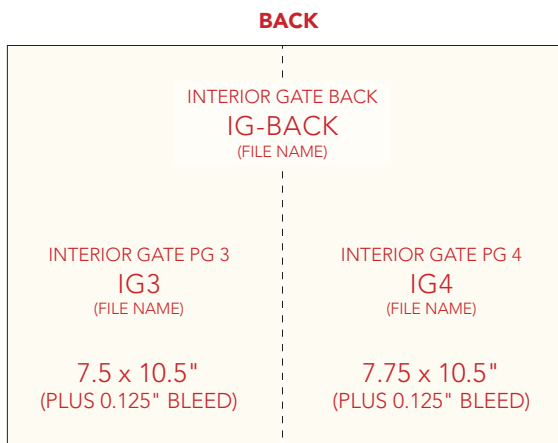
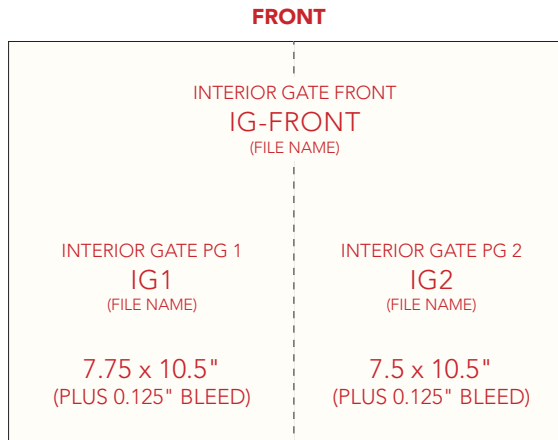
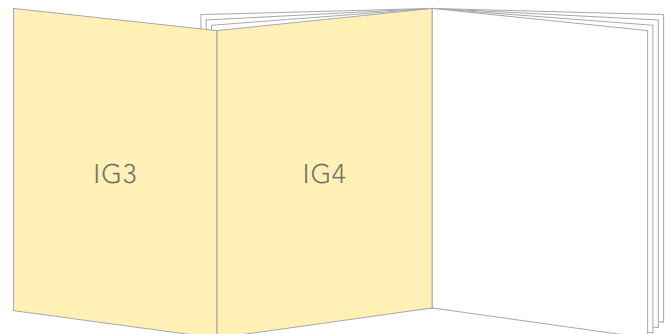
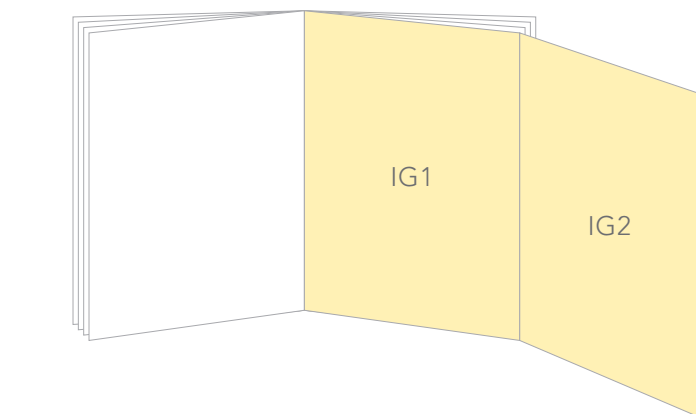
INSIDE

INSIDE FRONT GATE IFG <small>(FILE NAME)</small> 7.5 x 10.5" <small>(PLUS 0.125" BLEED)</small>	NAMEPLATE CV2 <small>(FILE NAME)</small> 7.75 x 10.5" <small>(PLUS 0.125" BLEED)</small>	CV3 <small>(FILE NAME)</small> 8 x 10.5" <small>(PLUS 0.125" BLEED)</small>
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INTERIOR GATEFOLD PERFECT BOUND 4PG FOLD OUT FRONT

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.



IMPORTANT NOTES:

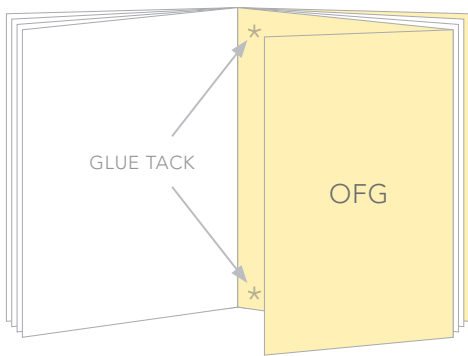
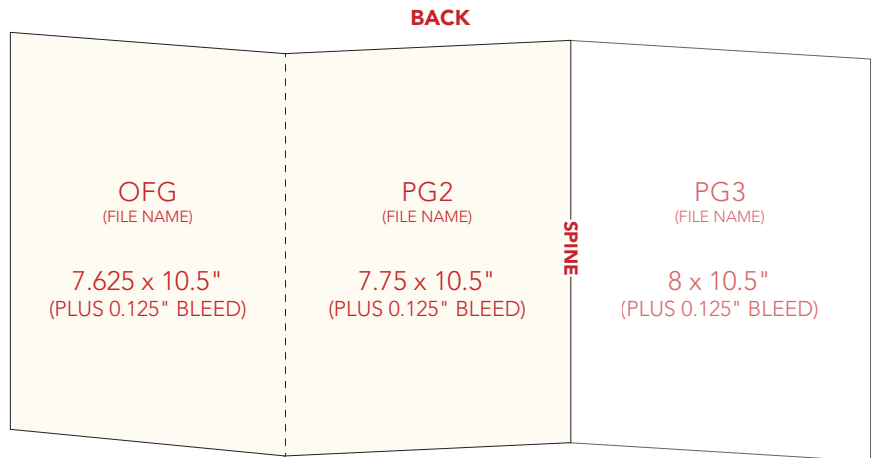
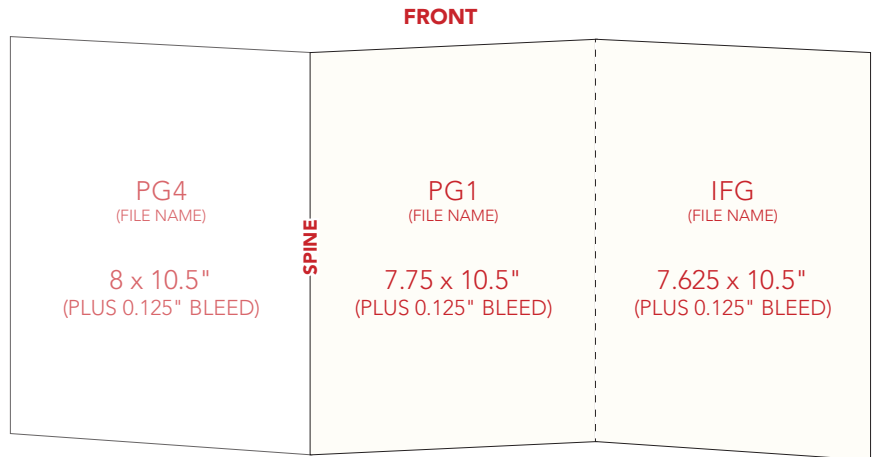
Each side (front/back) can be built as one file or as two. However, each side should be submitted to the printer as one file (front/back).

Interior Gates can be folded to the front of the book or towards the back of the book.

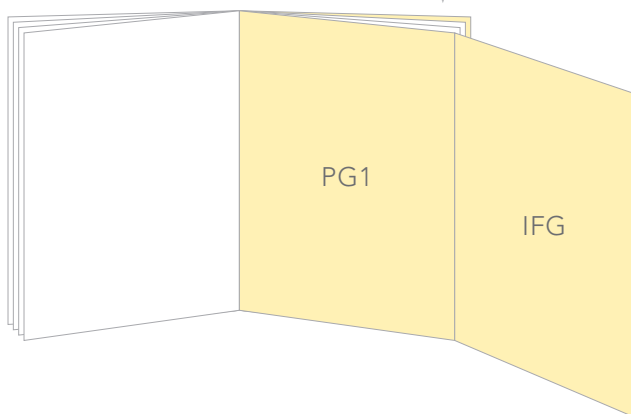
Art Directors are required to overnight a black and white mock-up of the piece to the printer placed and folded the way intended.

INTERIOR Z-FOLD GATEFOLD SADDLE BIND

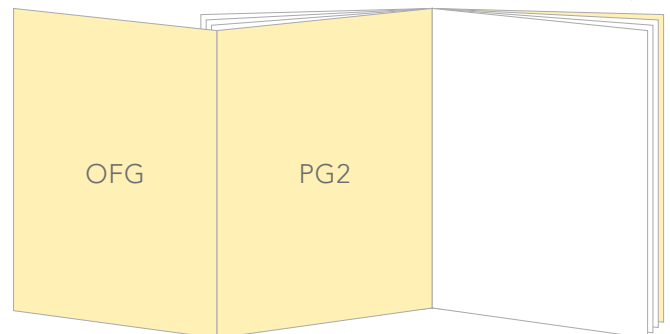
- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.



PG3 & PG4 are on opposite side of the next Form



PG3 & PG4 are on opposite side of the next Form



8-PAGE INTERIOR DOUBLE GATEFOLD PERFECT BOUND

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 1/8" (0.125") to each edge.

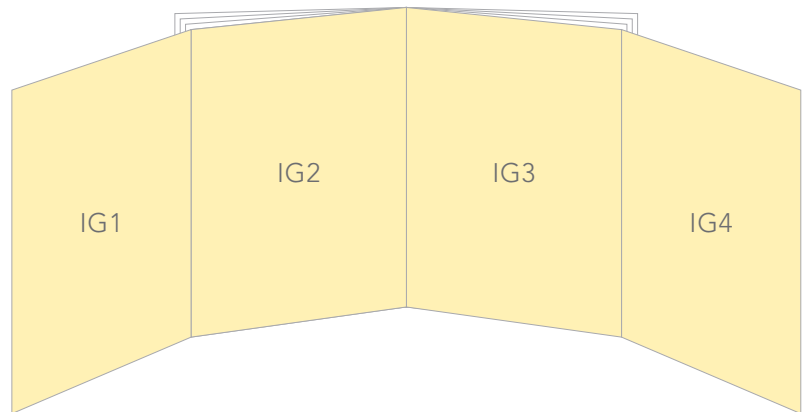
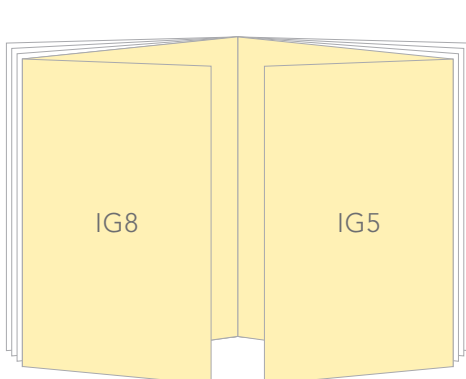
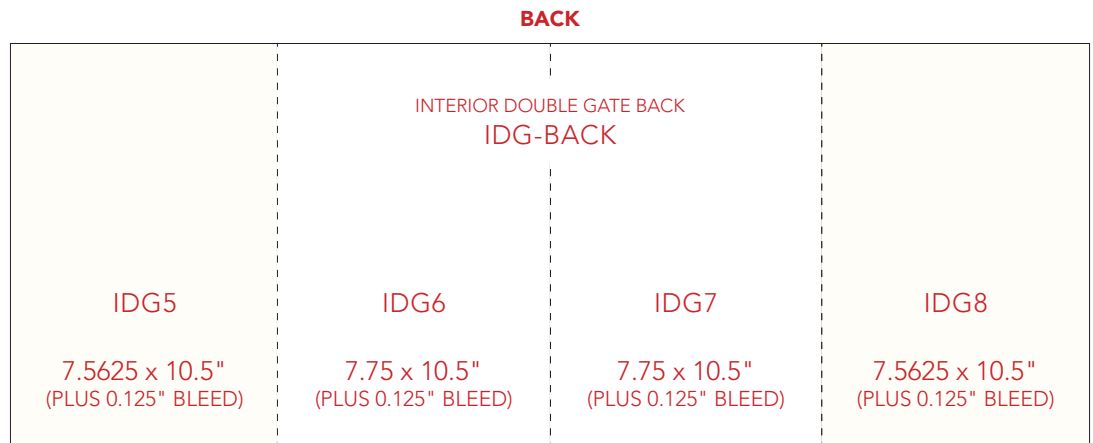
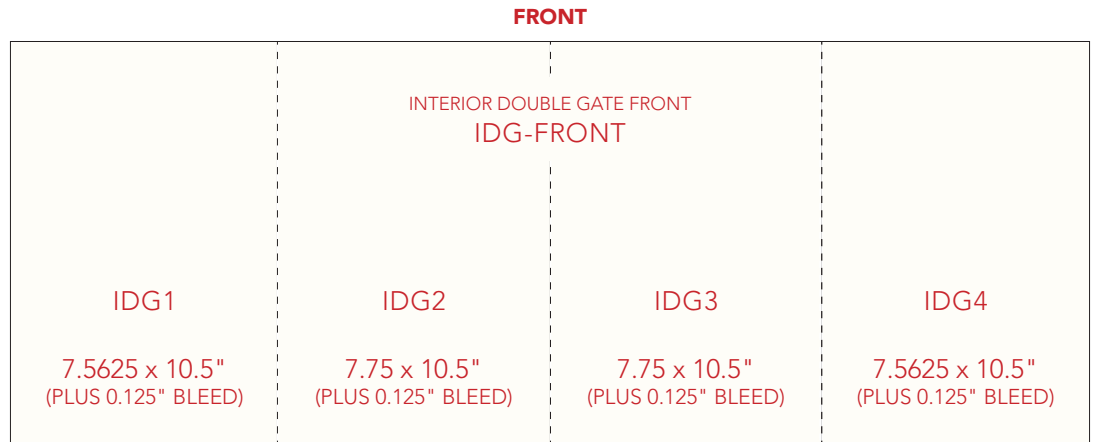
IMPORTANT NOTES:

All live type must be at least 1/4" away from trim.

There will be a 3/8" gap between the two outside flaps (IG8 and IG5) when folded in to ensure that they do not bind into the book. Please adjust design accordingly.

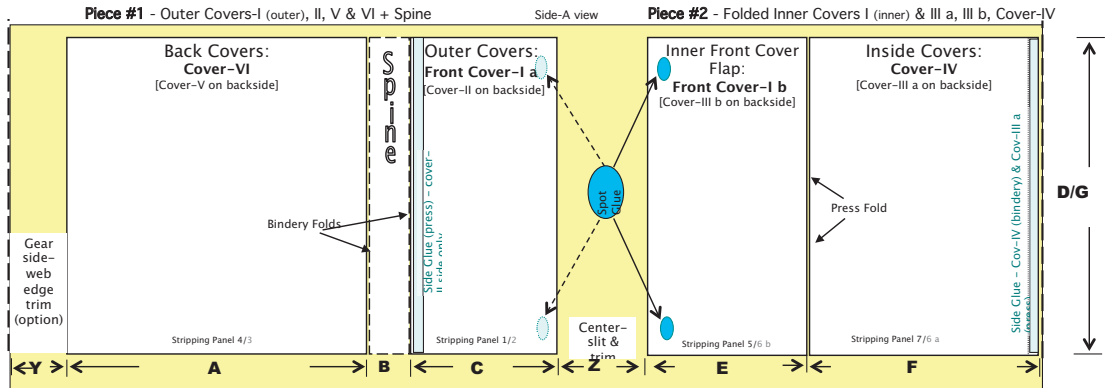
Art Directors are required to overnight a black and white mock-up of the piece to the printer placed and folded the way intended.

Each side (front/back) should be submitted to the printer as one file.



FRENCH GATE PERFECT BOUND

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 3/16" (0.1875") to each edge.
- ▷ French Gate Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.



Job Jacket Specifications:

Bind Type:	Perfect Bound
Magazine Final Trim Size:	8 x 10 1/2
Face Trim (back of book side only):	1/4 inch
Grind Off: (none)	0 Inch
Side Glue- Y / N (select one):	1/8 Inch

VERY IMPORTANT!!! ALL FRENCH DOOR COVERS, TO BE CONSIDERED FOR INLINE GLUE TACKING & FOLDING, MUST BE APPROVED BY FRY PERSONNEL.

Panel	Dimension (inches)	Panel Description
A	8 1/4	Cover-V & VI: Width of panel including face bleed & trim.
B	3/8	Spine Width
C	4 1/2	Outer Front Cover-I a: Width, no bleed or trim included. Min size is 4"
E	4	Inner Front Cover-I b: Width, no bleed or trim included. Min size is 3 1/2"
F	7 3/4	Cover-III a & Cover-IV Width.
Y	7/8	Gear side web edge trim (0" or min. 3/4" - max. 2")
Z	3/4	Center trim (min. 3/4" - max. 1-1/2")
A+B+C+E+F +Y+Z =	26 1/2	Total Web Width

Panel	Dimension (inches)	Panel Description
D/G	- na -	Height of form; includes head and foot bleeds & trims

These two panels must be 6 1/4" wide, once placed together, & have 1/4" safety at the face trim. The two flaps must overlap by 1/2". Allow 1/8" for side glue areas.

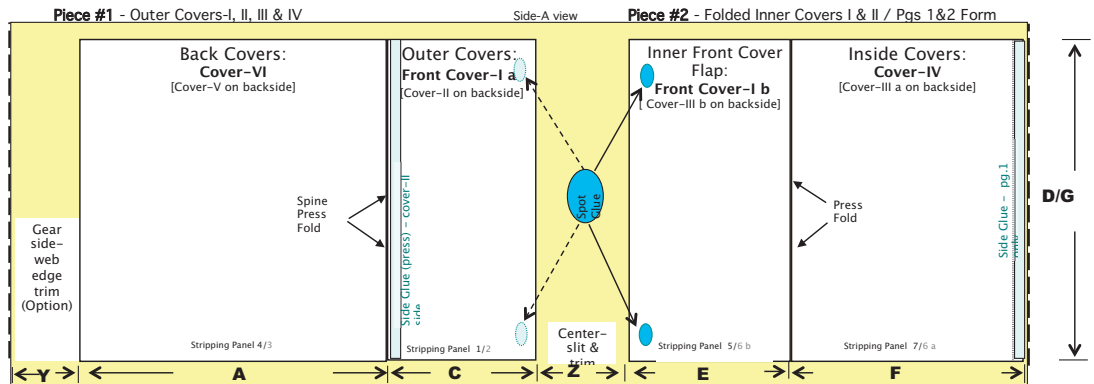
Flap Overlap If red then overlap is insufficient!

3/4

Actual Web Width	26 1/2	Actual width of supplied web.
Difference	0	Difference between the calculated & actual web width must be zero; if not, make adjustments to trim-outs or panel widths.

FRENCH GATE SADDLE BOUND

- ▷ Please see diagram for measurements.
- ▷ Bleed size – add 3/16" (0.1875") to each edge.
- ▷ French Gate Covers require an ink jet box or will otherwise need to be polybagged at an additional cost.



Job Jacket Specifications:

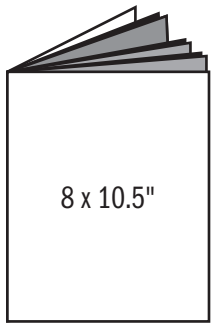
Bind Type:	Saddle
Magazine Final Trim Size:	8 x 10 1/2
Face Trim (back of book side only):	1/4"

VERY IMPORTANT!!! ALL FRENCH DOOR COVERS, TO BE CONSIDERED FOR INLINE GLUE TACKING & FOLDING, MUST BE APPROVED BY FRY PERSONNEL.

Panel	Dimension (inches)	Panel Description
A	8 1/4	Cover-V & VI: Width of panel including face bleed & trim.
C	4 1/2	Outer Front Cover-I a: Width, <u>no</u> bleed or trim included. Min size is 4"
E	4	Inner Front Cover-I b: Width, <u>no</u> bleed or trim included. Min size is 3 1/2"
F	7 3/4	Cover-III a & Cover-IV Width.
Y	1 1/4	Gear side web edge trim (0" or min. 3/4" - max. 2")
Z	3/4	Center trim (min. 3/4" - max. 1-1/2")
A+C+E+F+Y+Z =	26 1/2	Total Web Width
Actual Web Width	26 1/2	Actual width of supplied web.
Difference	0	Difference between the calculated & actual web width must be zero; if not , make adjustments to trim-outs or panel widths.

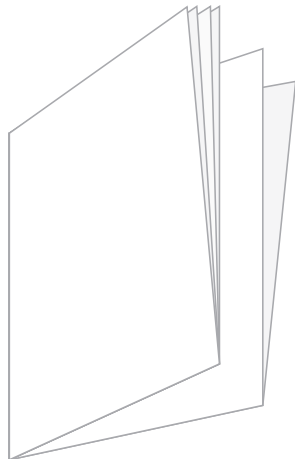
Panel	Dimension (inches)	Panel Description
D/G	- na -	Height of form; includes head and foot bleeds & trims

<p>These two panels must be 6 1/4" wide, once placed together, & have 1/4" safety at the face trim. The two flaps must overlap by 1/2". Allow 1/8" for side glue areas.</p>	<p>Flap Overlap If red then overlap is insufficient! 3/4</p>
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16-PAGE FOLD-OUT POSTER **TIPPED**

- ▷ Please see diagram for measurements.
- ▷ Bleed Size – add 1/8" (0.125") to each edge.
- ▷ Live Area – allow 3/8" (0.375") along each edge.



BACK OF POSTER — FLAT VIEW

