

DIGITAL REQUIREMENTS

PROVIDE A COLOR HARD COPY OF AD FOR US TO PROOF AGAINST FOR SHIFTING!!!!

Document Layout

QuarkXpress 4.1 (MAC platform.) Include all images and fonts in a CMYK format.

Adobe In-Design CS (MAC platform.)

PDF Include all images and fonts in a CMYK format when creating the pdf. Make Sure Fonts are Embedded. Provide a color hard copy of ad for us to proof against for shifting.

Freehand & Illustrator EPS Embed all high resolution images and create outlines of all fonts when saving out the eps.

Fonts

Postscript Fonts. Not using this font package will result in your fonts being replaced with something as similar as possible. **WE DO NOT ACCEPT TRUE TYPE OR MULTIPLE MASTER FONTS.** Please **DO NOT** use the measurements bar to make your type bold, italic, outlined or shadowed.

Photography

Supply CMYK EPS or TIFF format, 300 resolution. **DO NOT** compress files. **DO NOT** use JPEG compression.

Colors

Make sure that all colors are checked as process separation on.

Emailing files to us

Send files to kathleen@hrmag.com stuff them with Stuffit or WinZip software for transfer. We also have FTP capabilities for ftp specific software (not web browsers), inquire for instructions at the above email address.

Disks & Media

CD and DVD, Zip only. We will keep the supplied disk until the job is output. If you require return please note on your disk with return info.

We Do Not Accept

Any Pagemaker, MS Publisher or Corel Draw documents.

Camera Ready Ads

Film ads provided will be copy-dot scanned. Scanning charges billed to client. Film requirements: 150 LPI, 2400 DPI, RRED. A Matchprint **MUST** be provided. This will require additional cost of \$120.00 for the digitizing of film.

Disks not conforming to these specifications will be returned.

MECHANICAL REQUIREMENTS



FULL PAGE

Live Area (7.75" x 10")

(all text/logos/design elements should be within this area, or they may be trimmed off)

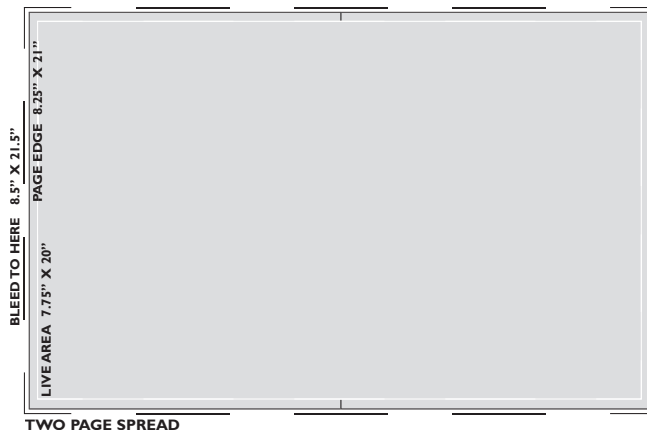
Full Bleed (8.25" x 10.5")

(stay within the Live Area designated above, but extend bleeding image or colors additional 1/4 inch to edge of "trimmed page" and then additional 1/8 inch to allow printer to trim the bleed)

*(Bleed to 8.5" x 10.75")

TWO PAGE SPREAD

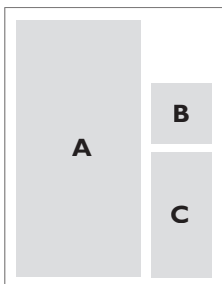
Follow specs for full page, provide as two pages or as one page.



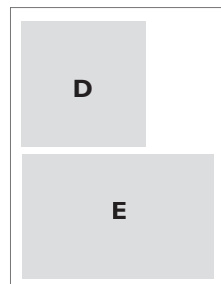
TWO PAGE SPREAD

DISPLAY ADVERTISING

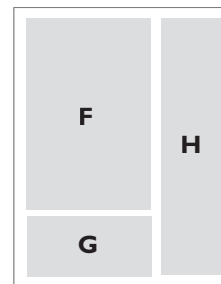
2/3 VERTICAL	4.625" x 9.562"	1/3 VERTICAL	2.25" x 9.562"
1/2 HORIZONTAL	7.125" x 4.656"	1/6 VERTICAL	4.687" x 2.25"
1/2 ISLAND	4.625" x 7.125"	1/6 HORIZONTAL	4.625" x 2.25"
1/2 VERTICAL	3.5" x 9.562"	1/12 BLOCK	2.25" x 2.25"
1/3 BLOCK	4.625" x 4.687"	1/4 BLOCK	(3.438 W X 4.687)



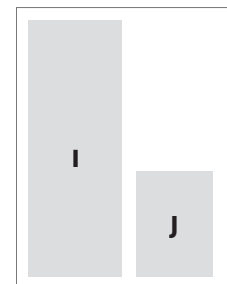
(A) 2/3 VERTICAL
(B) 1/12 BLOCK
(C) 1/6 VERTICAL



(D) 1/3 BLOCK
(E) 1/2 HORIZONTAL



(F) 1/2 ISLAND
(G) 1/6 HORIZONTAL
(H) 1/3 VERTICAL



(I) 1/2 VERTICAL
(J) 1/4 BLOCK