

Design Guide Mechanical & Digital Requirements:

Graphic Designer Packet

Magazine Specifications

Printing Process: Web Offset

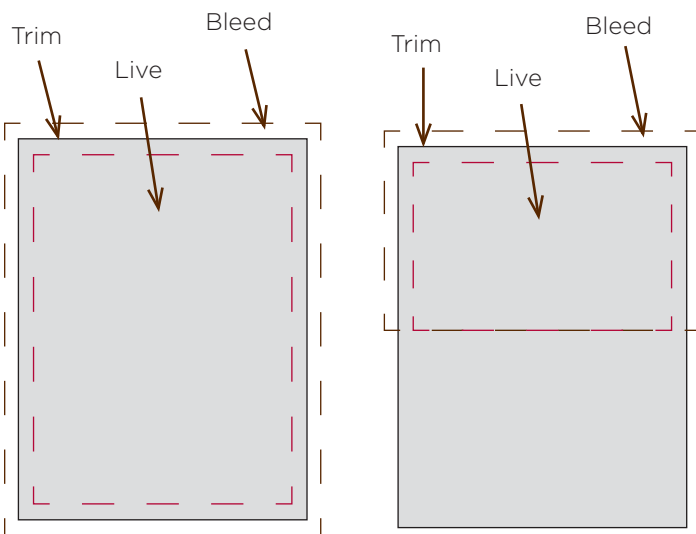
Binding Method: Perfect

Paper Stock: 70lb. Text UV Coated

Ad Specifications

| <u>Ad Size</u> | <u>Live Area</u> | <u>Trim Size</u> | <u>Bleed Size</u> |
|---------------------------|------------------|------------------|--------------------------------|
| Half Page (horizontal) | 7.5" x 4.92" | 8.25" x 5.3" | *no bleed for half page ads |
| Full Page | 7.5" x 10" | 8.25" x 10.75" | 8.75" x 11.25" |

- Two-page spreads MUST be supplied as single pages, as per the full page size requirements.
- Alignment of type or image across two pages cannot be guaranteed.



Ad Specs: Do's

- Preferred file format is PDF/X1a. We will also accept TIFF, EPS or native documents from Adobe® Photoshop®, Illustrator®, InDesign®, Acrobat® and QuarkXPress®.
- When sending Illustrator® files, save them as an Illustrator® EPS and make sure all images are embedded and all text is converted to outlines.
- Files must be 300 dpi resolution and in CMYK colorspace.
- All elements must be placed at 100% size.
- All required trapping must be included in the file.
- All fonts and images must be packaged with your ad.
- Postscript and Type 1 fonts only.
- Optimum type legibility requires all text to be no smaller than 6 pt. Black text must be 100% black. Rich black is not recommended. If used, rich black text should be at least 28 pt.

Ad Specs: Don'ts

- Do not submit artwork within a Microsoft Word document, any other word processing document, any PC-based application or CorelDraw.
- Do not submit your files using JPEG, GIF, PICT or BMP compression methods.
- Do not nest EPS files within other EPS files.
- Do not submit files at any resolution less than 300 dpi.
- Do not submit files with any crop, bleed or registration marks.
- Do not submit your files using RGB, index or lab color modes, nor should they use spot colors. Anything other than CMYK is not acceptable.
- Do not embed ICC profiles in your artwork.
- Do not apply style attributes to your fonts. No TrueType fonts.
- Total area density should not exceed SWOP standard of 300%.

Production Fees

In the event the ad submitted is incomplete or doesn't meet specifications, the following fees will be assessed.

- \$125/hour for additional revisions, adjustments or resizes
- \$125/hour for photoshop work, color correction, font or photo research
- \$25 for color-accurate proof
- A **\$100 late fee** for ad materials received after the deadline



Sanders Studio, Inc.

Image Specifications for Design Details and Section Openers

Do's

- Products should be shown clearly in the forefront of the image submitted. Images without people best showcase products and services.
- We will accept TIFF, EPS or press-quality PDF file formats for your imagery.

Don'ts

- Most digital cameras do not take photos at 300 dpi by default. Be sure to verify the image is 300 dpi before you submit.
- We cannot accept GIF, BMP, PICT, JPEG formats, images under 300 dpi or images with RGB, Index or Lab color modes.
- We cannot accept images embedded in Microsoft Word, any other word processing program, or any PC-based application.
- Images pulled from the internet are most often low-resolution and are therefore unacceptable.
- Scanned images from previously printed catalogs, magazines and brochures are also unacceptable.

File Naming Conventions

Please name your file to match the example. It should include advertiser name and DG edition.

(Ex: DFW17_Advertiser or ASA7_Advertiser)

In the case of Design Details or Section Openers, please also include the section. (Ex: DFW17_Section_Advertiser or ASA7_Section_Advertiser)

Design Detail Specifications

- Images for Design Details should be 4" x 6", 300 dpi and CMYK.
- **Please send a short 2 or 3 sentence description along with each photo.** A Word document is fine for the descriptions.

Section Opener Specifications

- Images submitted for Section Openers should be 8" x 10", 300 dpi and CMYK.
- The image should also be portrait (vertical), not landscape (horizontal) oriented.
- Keep in mind that your ad will be on the adjoining page. So, it will be best if your section opener image compliments your ad.
- **Please send a short 2 or 3 sentence description along with your photo.** A Word document is fine for the descriptions.

Expertorial Specifications

- Rayven Williams will contact your client to set up an interview for the article.
- Images should illustrate the article and should include a headshot.



FTP Instructions

To upload your files to our ftp site please go to:

ftp://192.220.54.8

User Name: **upload**

Password: **fil3s@DG**

Please keep in mind that in order to upload to our FTP you must use a FTP client. For example Cyberduck or Firezilla. When you get to the site, please locate the folder labeled with your company name. Nested inside your folder will be folders for your ad assets, design detail assets and section opener assets, whichever applicable. Please drag and drop your assets within the respective folders, and **in the case of design details and section openers, don't forget to also upload your descriptions.**

Once you have uploaded your files to the ftp site, please email to **valerie.watson@dgpublishinginc.com**. You may also contact Valerie if you are having trouble uploading your files.

You Send It Instructions

If you would prefer to send your files to us using You Send It, go to **www.yousendit.com**, and register for free. This account does not cost you anything. Using You Send It, you may upload your ad and email it to **valerie.watson@dgpublishinginc.com**.

Proofing Materials Required—A color accurate proof is required for all submitted ads.

- Any SWOP certified proof. Veris, Kodak Approval, Pola Proof, Printed Top Sheet, MatchPrint or Fuji Final are examples.
- Proof must have color bar showing readable color densities. Color bars should show a 5%, 25%, 50%, 75% and 100% of CMYK densities.
- Must have a halftone dot line screen (continuous tone).
- Proofs should be shipped in flat protective cardboard packaging. Do not fold or roll proofs.
- **Design Guide accepts no responsibility for accurate color reproduction if a press proof is not supplied with your files.**
- You may also send your digital files on CD with your SWOP proof if you would prefer.
- **\$25 will be charged to the client to run a color proof if one is not sent to us.**

Disclaimer

Design Guide accepts no responsibility for reproduction of content or ad material that is not provided in the form requested.

Contact Us

Please contact the Design Guide Traffic Coordinator, Valerie Watson, with any questions.



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