

VIRGINIA SECRETS



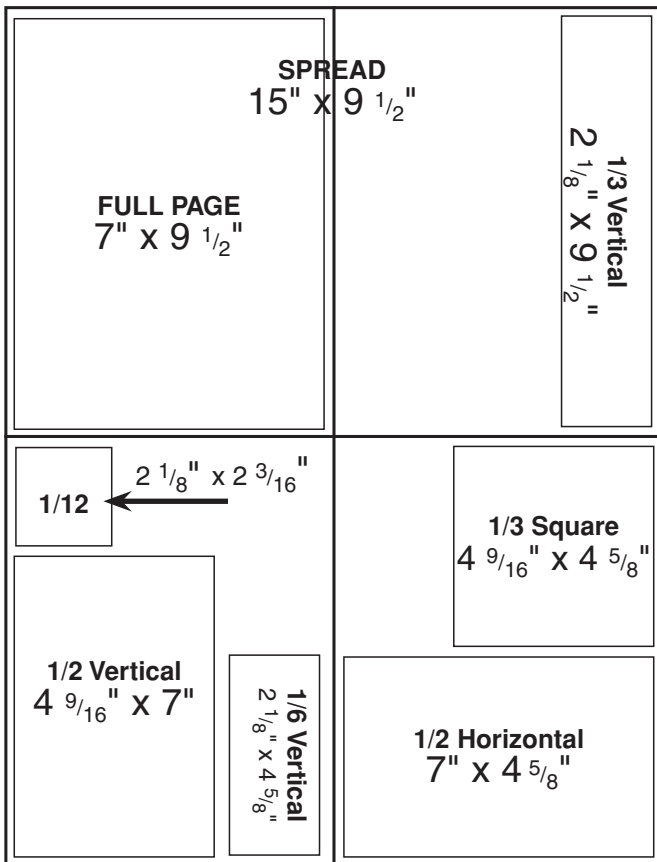
Leisure Publishing, Co.
P.O. Box 21535
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540/989-6138
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PRODUCT SPECIFICATIONS

AD DIMENSIONS

Trim size is 8" wide x 10 1/2" deep

Note: The ad sizes below reflect actual live image area on page and include border.



Bleed ads (full page only):

- Bleed size for a full page is 8 1/4" wide by 10 3/4" deep
- Bleed size for a spread is 16 1/4" wide by 10 3/4" deep
- Keep live matter 1/2" from trim on top, bottom and sides.
- Gutter bleeds: Live matter should be held 1/4" from each side of gutter on spreads to allow for bindery.

Accepted media:

- Zip, CD, floppy disk, DVD
- E-mail – 3 MB or smaller (fbradley@leisurepublishing.com)
- Internet visit our Client File Upload area at:
<http://www.leisurepublishing.com/uploads>.

Need help? For material submissions, contact Felisha Bradley, traffic coordinator, at 540-989-6138 or e-mail questions to fbradley@leisurepublishing.com

DIGITAL SPECIFICATIONS

A COLOR PROOF MUST ACCOMPANY ANY FILE TYPE.

Acceptable file formats (Mac compatible only.)

PDF —

Must be professionally prepared with Acrobat Distiller to our exact specifications for print (see back). Complete specs can be downloaded from www.leisurepublishing.com/pdf_specs.pdf

•-The original application file, prior to distilling, must adhere to the specifications on this page.

QuarkXPress — (4.0, 5.0, 6.0)

- All graphic files must be linked to document.
- All elements must be placed at 100%.
- Do not nest EPS files in other EPS files.
- Do not check the spot color box in the color palette; colors must be CMYK.
- Do not rotate or crop images within Quark.

Fonts: All fonts (printer & screen) must be included.

- Only Postscript fonts will be accepted.
- We cannot accept Truetype fonts, multiple master fonts or menu-styled fonts.
- Do not combine fonts in a custom-made font suitcase... send each printer and screen font individually.

Adobe Illustrator —

- Fonts must be converted to outlines.
- Elements must be placed at 100%.
- All imported files must be embedded, not linked.
- Save file as a CMYK EPS.

Adobe Photoshop —

- Rasterize all text.
- Resolution must be 300 dpi.
- Save file as CMYK; one-layer; TIF, JPEG or EPS.

Colors —

- We only accept CMYK.
- Make sure process is checked for all process color builds.
- We are NOT responsible for color on RGB or PMS files.

Photographs —

- Scan full size at 300 dpi; save as EPS or TIF. (72 dpi images from a website are NOT acceptable.)
- Color images must be converted to CMYK format; B&W should be grayscale or bitmap.
- We are NOT responsible for color on RGB or PMS files.

Line art —

- Scan full size at 1200 dpi; save as EPS or TIF.

Media Labeling Requirements:

- Advertiser Publication & Issue Date
- Agency Name, Address, Return Information for materials
- Contact Name & Phone
- A directory listing of contents of disk (files, images, fonts, etc.)

Distiller Job Options:

General

- Compatibility: Acrobat 3.0
- Resolution: 2400

Compression

- Compression for color and grayscale: JPEG maximum or ZIP
- Compression for monochrome: CCITT Group 4

Fonts

- Embed all fonts
- Subset embedded fonts when percent of characters used is less than 100%.
- Base 14 fonts should be displayed
- There should be no fonts listed under Always Embed or Never Embed

Color

- Adobe color settings: None
- Color management: Leave color unchanged
- Device dependent data: Preserve should be selected for all

Advanced

- Check ONLY the boxes for: Save portable job ticket, Process DCS comments, Preserve EPS information, Preserve document information

Prior to distilling your file be sure ALL colors and images in document are CMYK and the resolution is 300 dpi for photos and 1200 dpi for line art.