



Advertisement Preparation Guide

Trim size of publications 7-7/8" Wide X 10-3/4" Deep

Live area 1/2" inside trim.

Full page bleed add 1/8" all sides.

Spread 15 3/4 x 10 3/4

Send spreads as one document.

2/3 Page 4-1/2" X 10"

1/2 Horizontal 7" X 5"

1/2 Vertical 3-3/8" X 10"

1/2 Island 4-1/2" X 7 1/2"

1/3 Horizontal

1/3 Vertical

1/3 Island

1/4 Horizontal

1/4 Vertical

1/4 Square

1/4 One-Column

1/6 Horizontal

1/6 Vertical

7" X 3-5/16"

2-1/8" X 10"

4-1/2" X 5"

7" X 2-1/2"

3-3/8" X 5"

4-1/2" X 3-3/4"

2-1/8" X 7"

4-1/2" X 2-1/2"

2-1/8" X 5"

Specifications:

Foot, head and face trim 1/8".

Publications are printed Computer-to-Plate, web offset, and registers to the head.

Format:

PDF (Press optimized)

Save PDFs with Acrobat 3.0 compatibility.

Media:

Macintosh formatted CD.

If the same ad is running in several Babcox publications send one ad file, but provide a contract color proof for each.

If no contract proof is provided publication will print a color laser and instruct the printer to refer to it for pleasing color.

Trapping:

We process all ads through a workflow system that traps the ads (to SWOP specifications) for print - over riding application trap settings. Overprinting/trap settings within vector EPS files are maintained.

Note that we recommend color type over any black or color background should be 8 pt. or larger.

Electronic File Transfer:

E-mail files accepted up to 40MB

FTP via web browser: <ftp://babcoxguest@209.115.18.138> password: Passpass1

FTP via FTP client: 209.115.18.138

User ID: babcoxguest

Password: Passpass1

Note if you get an access denied message please ignore and continue with your upload.

You are only being denied access to view other ads that may be on our FTP site.

Please notify us when an ad is placed on our FTP site.

Provide a contract color proof produced to SWOP specifications and a final document laser proof of ad at 100%.

Send one color proof for each publication. Include a color bar generated from digital data.

If no contract proof is provided publication will print a color laser and instruct the printer to refer to it for pleasing color.

Shipping instructions:

Please label all media with advertiser/agency name, file name/number, issue date, publication, contact person and phone number.

Send to:

Babcox

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Akron, OH 44333-8318

Cindy R. Ott

Advertising Services Director

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