

Camera-Ready Art Specifications

PREFERRED FILE FORMAT

An Acrobat "Press Quality" PDF. The PDF dimensions should be the dimensions of the ad with NO CROP MARKS.

QuarkXPress, Adobe Illustrator, Adobe Photoshop, InDesign all have the capabilities to create PDFs. Please make sure transparency is flattened before creating your PDF (esp. in InDesign and Illustrator). Also, do not include crop marks.

ACCEPTABLE FORMATS

For all other applications, if software has the capability, please send a press quality PDF, otherwise send a .tif or .eps file, sized to the dimensions of the ad, with fonts converted to outlines.

NONACCEPTABLE CAMERA-READY FORMATS*

Microsoft Publisher, Microsoft Word, Microsoft Excel, CorelDraw, PowerPoint, and WordPerfect files.

AD DIMENSIONS*

The original document size should be the dimensions of the ad. When you create the PDF do not include crop marks. The final PDF dimensions should be the ad size.



AD DIMENSIONS	Dimensions
FULL VERTICAL	10" x 13.625"
3/4 VERTICAL	7.45" x 13.625"
3/4 HORIZONTAL	10" x 10.2"
1/2 VERTICAL	4.92" x 13.625"
1/2 HORIZONTAL	10" x 6.725"
3/8 HORIZONTAL	7.45" x 6.725"
1/4 VERTICAL (1 COL)	2.375" x 13.625"
1/4 VERTICAL (2 COL)	4.92" x 6.725"
1/4 HORIZONTAL	7.45" x 4.475"
1/8 VERTICAL	2.375" x 6.725"
1/8 HORIZONTAL	4.92" x 3.275"
1/16 VERTICAL	2.375" x 3.275"
1/16 HORIZONTAL	4.92" x 1.55"
MARKETPLACE 2"	2.375" x 2"
MARKETPLACE 3"	2.375" x 3"

Things to consider when building ads

PHOTOSHOP (RASTER) IMAGES:

- Resolution is 200ppi for interior ads, and 300ppi for premium placement
- Import images saved in the TIFF file format
- Imported images should be close to 100% the size they will appear in the layout to keep the final file size smaller and reduce printing errors
- Do not import JPEGs, EPSs or GIFs

ILLUSTRATOR (VECTOR) IMAGES:

- make sure all color swatches are process (not spot) and are in the CMYK color mode
- delete any unused swatches

BLACK & WHITE ADS

- Imported images should be greyscale only (Not CMYK or RGB)

SPOT-COLOR ADS*

- Imported images should be created in the CMYK mode with the 2nd color in the cyan channel.
- Black should appear in the black channel and the spot color should appear in the cyan channel
 - 0% magenta and 0% yellow
 When the cyan channel is converted to a plate at the presshouse it becomes the "spot plate" and the pressperson adds the appropriate ink color into the well

4-COLOR PROCESS ADS*

- Imported images should be in the CMYK color mode not RGB
- Total ink density should not exceed 240%
- Use our icc profile "Newspaper IFRA97_1 U240 K90.icc" and our saved color settings "TPress04_06". Using the profiles will help keep ink density down, preventing ink offset. Please visit our website under Advertising to download the profiles.

The profiles we provide are for the Macintosh Operating System. They may work on PCs, although we do not have an in-house machine with Photoshop to test it.

QUESTIONS? Contact Debbie Macdonald at 831.438.7882, Ext. 10 or E-mail: tpress_ads@affinitygroup.com

FTP SITE: <ftp.thunderpress.net> • username: **tpress** • password: **welcome**

upload files to the customer art folder • file must be stuffed/zippped • include name of advertiser in file name • call or e-mail when sent

*Additional fees will be incurred if files are not properly prepared (e.g. not to size, improper format, crop marks present, spot color misapplied, etc.)

Camera-Ready Art Specifications

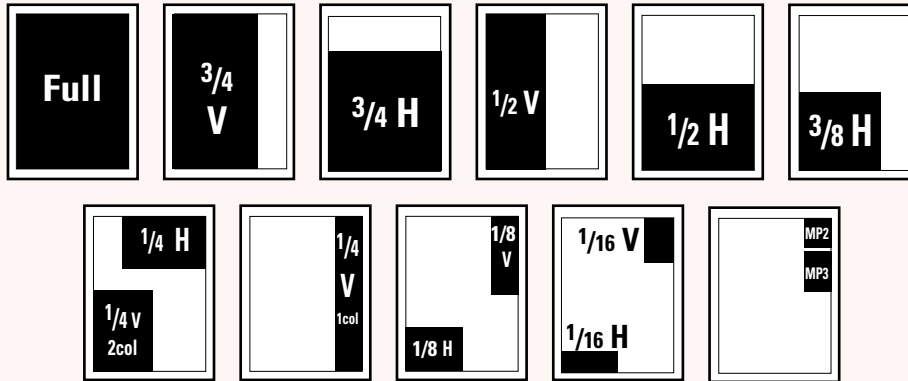


Thunder Press Trim Size is 10.75" x 14.5"

All ad sizes are within the live area.

We do not accept bleed ads. All files should be created to the ad dimensions purchased. The final PDF should be the ad dimensions with no crop marks.

The ad placement is not centered on the page, it is either slightly to the left if it falls on a left page or to the right on a right page to compensate for the binding.



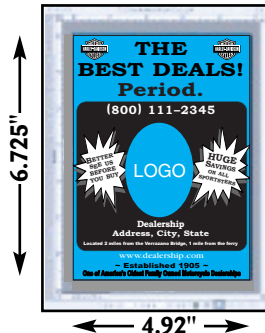
☠ Improper PDF*

Spot color is not CYAN, file has crop marks, document dimensions do not equal ad size.



☺ Proper PDF

Spot color is CYAN, file has no crop marks and the PDF dimensions equal the ad size.



PDF we send to our printer
Spot color appears as CYAN.



Printed piece



QUESTIONS? Contact Debbie Macdonald at 831.438.7882, Ext. 10 or E-mail: tpress_ads@affinitygroup.com

FTP SITE: ftp.thunderpress.net • username: **tpress** • password: **welcome**

upload files to the customer art folder • file must be stuffed/zippped • include name of advertiser in file name • call or e-mail when sent

*Additional fees will be incurred if files are not properly prepared (e.g. not to size, improper format, crop marks present, spot color misapplied, etc.)