



MECHANICAL SPECIFICATIONS

Ad Size	Inches Wide	Inches Deep
Trim size	8-1/8	10-7/8
Full page	7	10
2/3 page	4-1/2	10
Island 1/2 page**	4-1/2	7-1/2
1/2 page horizontal	7	4-7/8
1/2 page vertical	3-3/8	10
Island 4/9 page**	4-1/2	6-1/2
1/3 page square	4-1/2	4-7/8
1/3 page vertical	2-3/16	10
1/4 page	3-3/8	4-7/8
1/6 page	2-3/16	4-7/8

**No other advertising on page.

AD MATERIALS

Electronic files must adhere to the following guidelines:

Getting Electronic Files To Us

Shipping:

We accept CDs. Please include a printed copy of your ad with the disc. (If the ad is in color, please include a color print)

MAILING AND SHIPPING INSTRUCTIONS

All orders, instructions, correspondence, proofs, copy, etc., should be addressed to:

Design-2-Part Magazine
16 Waterbury Road
P.O. Box 7193
Prospect, CT 06712

Reproduction and electronic materials should be shipped prepaid to the same address.

ISSUANCE AND CLOSING DATES

See Editorial Calendar for bonus issues and closing dates.

Electronic Transmission:

* When emailing file: Files must be compressed using Stuffit or WinZip and emailed to jen@d2p.com.

* FTP: To use this service please phone or email the art department: 800-317-0474 x118 or jen@d2p.com.

Specs for Electronic File Submission

Your ad can be prepared using Illustrator, InDesign, QuarkXpress and/or Photoshop for Mac OS or Windows. We do not support the following software programs: Corel Draw, MS Word, Publisher files, or Powerpoint. If the ad is color, all art should be in 4C(CMYK format) not RGB. Color rate for standard CMYK process mix colors (red, blue, green, orange, yellow) per page or fraction, extra per color is \$175. Ads that require a Pantone color instead of using the (CMYK process mix) incurs a charge of \$500 per color for extra set-up at the Printer. You must mail us a print copy representation (hard copy) of the ad when submitting your electronic files; color ads require color proofs.

Bleed

When preparing ads that bleed, all type and portions of illustrations that must not be trimmed off should be at least 1/4" inside of page trim dimensions and binding. Bleed allowance is 1/8" on every side.

Linked Images

Linked images must be .eps or .tif format. Photos must be grayscale (if black and white), or CMYK (if full-color), not RGB. Photo resolution should be 300 dpi. Be sure to include all linked images. Do not nest EPS file into other EPS files.

Fonts- Include Both Screen And Printer Fonts.

We accept Postscript and TrueType font formats. Multiple Master fonts are not acceptable. Windows users: Mac versions of fonts will be substituted, or Windows-supplied fonts will be converted.

When Sending a PDF/X1a Follow These Specs

Press Ready or PDF/X1a is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. Do not create your PDF from the native (which is the software you created the ad in) file format. All ads must first be saved as an EPS and then distilled in Acrobat Distiller.

Please use this checklist for all digital ad file submissions in optimized PDF format. You may send your file via email to jen@jobshop.com or the PDF/X1a file can be saved on a CD. Submit only one ad per file.

- * All high-resolution images and fonts must be included when the PDF/X1a file is saved
- * Embed all fonts and images when saving.
- * Images must be SWOP (CMYK or Grayscale only) TIFF or EPS between 300 and 400 dpi.
- * Images: Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images
- * All required image trapping must be included in the file(s)
- * Right Reading, Portrait Mode, 100% Size, No Rotations
- * Standard Trim or for ads with Bleed use (1/8") all sides. (No marks included in the "live" image area)
- * Include a digital proof (Color or B&W) that represents the final digital ad file.

Printing

Issues are produced by the Web Offset Process and saddle stitched.

(Selected issues may be perfect bound.)