

# BRIDE & GROOM<sup>TM</sup> Magazine

## AD SPECIFICATIONS

BRIDE & GROOM<sup>TM</sup> Magazine is produced using a Mac-based digital workflow. Advertising materials in electronic and hard copy formats will be accepted provided they meet the criteria outlined here.

Please keep in mind that electronic media in a pre-press environment such as publishing is not an exact science. Chevalier Associates, Inc. (the Publisher) has made every effort to prepare and implement these specifications to ensure the highest quality reproduction of materials.

### **General E-file Preparation** – Specifications for both camera-ready ads and materials to be manipulated by the Publisher.

When preparing electronic files—whether digital components to be used in the creation of an ad by the Publisher, or for a camera-ready ad—keep these important elements in mind:

1. Work with all graphic elements in the CMYK color mode. Images in RGB are not accepted.
2. Images must be high resolution—300 ppi (pixels per inch) for halftone images, 600 ppi or more for line art scans—and at the largest dimensions possible. Metafiles and graphics captured from the Internet are not accepted.
3. When submitting application files, copies of all of the placed graphic elements and copies of the screen and printer fonts used must be included.
4. Electronic ads designed and submitted by a party other than the Publisher must include an accurate, printed proof (whether color or B&W) to ensure the most precise reproduction at press.
5. All materials should be clearly labeled.
6. Any files received that do not meet our requirements will result in a request for resubmission and/or additional charges.

### **Camera-ready Ads** – Electronic ad files that do not require any manipulation by the publisher and meet the following specifications.

Camera-ready files will be accepted in the following formats for Macintosh only:

- Quark XPress, Adobe Illustrator and Adobe Photoshop (.eps or .tiff). Files should be provided on CD or zip disk. (Please include a printout itemizing the files that appear on your disk.)

Other files. (Consult with your sales representative prior to submission to confirm acceptability.)

- Adobe PDF files are supported only if they are saved for high-end printing. Information on creating Adobe PDF files for prepress can be found at: <http://createpdf.adobe.com> or <http://www.adobe.com/products>.
- Windows-compatible application files must be saved in .eps or .tiff formats with all graphics at a resolution of 300 ppi in order to be accessible by our Mac-based production department. Any files that cannot be opened by the Publisher will be subject to production charges (see below).

The Publisher will not edit any ad materials submitted as “camera-ready.” If the specifications listed above cannot be met, contact your sales representative for information on design assistance.

<b>Ad sizes</b>	
Full page:	7.5" x 10" (live area) 8.375" x 10.875" (trim) 8.625" x 11.125" (bleed)
2/3 page:	4.75" x 10"
Half page:	7.5" x 4.75" (horiz.) 4.75" x 7.5" (vert.)
Jr. 1/2 page:	4.75" x 4.75"
1/3 vertical:	2.25" x 10"
1/6 page:	4.75" x 2.25" (horiz.) 2.25" x 4.75" (vert.)

### **Non Camera-ready Ads** – Ads designed by the publisher at request of the advertiser, or electronic ad files that do not meet camera-ready specs. Production charges apply (see Rate Sheet for list of charges).

For ads to be created by the publisher, the following materials are accepted:

- Electronic files (see points 1 and 2 above).
- 35mm or medium format negatives (color or B&W); slides, transparencies or positives (color or B&W); and glossy photographs. Matte-finish photos are not accepted.
- Line art (i.e. for logos) that is a clean reproducible copy at 300 or 600 ppi. No faxes or raised letters will be accepted.

Ads created by the Publisher are the property of Chevalier Associates, Inc. These ads may not be reproduced or reprinted without the express written permission of the Publisher. Contact your sales representative for fee and availability information.

Questions regarding these specifications can be directed to your sales representative.