

Home & Textiles TODAY

2014 Digital Requirements

We only accept high resolution PDFs. Please submit your ads to our advertising web portal www.ads4sandow.com. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems with your file, you will receive a PDF from our site to alert you of any issues with your ad. You may contact your production manager for further assistance.

DATA FORMATS

PDFs (upload your PDF to www.pbm.sendmyad.com)

PDF X1a files

Go to www.pbm.sendmyad.com to our **Print Download** area to access our Printer Description Platform file for creating postscript files. You may also download our Distiller Setting file for creating a PDF file from your postscript. (If you have Adobe Acrobat Distiller). This will help you produce the smallest possible PDF which will be acceptable for printing.

LAYOUT

- Ad should be created at 100% of final print size. This should correspond to sizes published in the media kit or as instructed by a Sandow representative.
- Crop marks for ads should be at trim size and should be 1/4" away from trim. Any bleed should extend 1/8" from trim.
- Do not use the predefined "hairline" width rule within drawing or page layout applications.
- Do not use smaller than 8 point bold type or type that is less than .01 inch at the thinnest part of a character or rule in areas that print in reverse.

In ads that have edge bleed (such as full page) keep important elements such as type a minimum of 3/8" away from the trim. This is to insure nothing is trimmed off that conveys information or is important to the integrity of the design.

FONTS

We require you outline all fonts before making your final PDF file.

COLOR

All images must be CMYK, unless file is in black and white in which case it will be grayscale.

Make sure graphic files used are supplied in the following manner:

RESOLUTION

Color images	266ppi to 300ppi
Line Art	1200ppi to 2400ppi

- Please note that unless a Pantone spot color has been purchased all color specs in graphic and page layout files need to be set to CMYK (process separation). If a Pantone color is being used make sure to define the name as the recognized Pantone color name and to not set that color to be separated or specify it in CMYK.
- Maximum screen densities of tone not to exceed 260-280% in any printing area.
- Standard Spot Colors
Yellow – Bright Red – Blue – Green

Contact Advertising Sales Department to determine additional charges for selection of colors other than standard.

HARDCOPY

- **All Digital Files Must Be Accompanied with a SWOP Standard High Quality Contract Proof.**
- (If a SWOP Standard High Quality Contract Proof is not provided, we can provide one for \$50 per print.)
Remember, the prepress operator and printers will use your hard copy as a final guide.
- Kodak Approval, IRIS, Epson, or any SWOP standard contract proof that is industry recognized. We cannot be held responsible to match close color from proofs such as ink jet or laser proofs.
- If any inkjet or laser proof is supplied, we can only try to match to a pleasing color. We cannot be held responsible for matching to exact color being these kind of proofs are not Quality Contract Industry Standard Proofs.