

Digital Advertising Material Mechanical Specifications

Publisher accepts only digital advertising materials. Film ads will incur a digitizing/conversion charge. Please follow the specifications outlined below. Please contact our Production Department with any questions.

FORMAT

Publisher prefers high-resolution PDFX-1a, PDF, or TIFF files (300 dpi minimum). Native Quark and InDesign files are also accepted with all necessary files included (fonts and images).

High-resolution TIFF or PDF files must be created from professional design software applications such as QuarkXPress, Illustrator, InDesign, Freehand, Pagemaker, and Photoshop. TIFFs or PDFs created from Microsoft applications (MS Publisher, Word, Excel, PowerPoint, and CorelDraw) or other PC/MAC applications are not acceptable as they do not support the rasterizing/imaging/printing process necessary for successful printing results.

PDF: All color must be CMYK. Two-color ads must be CMYK builds, unless otherwise specified on the contract as PMS/PANTONE color. All fonts must be embedded, and all images must be 300 dpi resolution. PDF document size must equal page size. If the ad is a full-page bleed, please add 1/4 inch to all sides.

TIFF: All color must be CMYK. Two-color ads must be CMYK builds, unless otherwise specified on the contract as PMS/PANTONE color. File must be 300 dpi resolution. TIFF document size must equal page size. If the ad is a full-page bleed, please add 1/4 inch to all sides.

FILE PREP INSTRUCTIONS

- Set up the document to final page size. (See rate card for mechanicals).
- Do not compress linked graphics when preparing final PDF or TIFF.
- Scan all photos/art at a minimum 300 dpi resolution.
- Trapping must be completed prior to creating final TIFF or PDF. Trap at 0.20, and set overprint to black.
- No additional information on the digital ad file is necessary (color bars, agency instructions, etc).

QUARKXPRESS: QuarkXPress 6.5 or earlier (MAC or PC). Include all image files at 300 dpi resolution, CMYK color. Two-color ads must be CMYK builds, unless otherwise specified on the contract as PMS/PANTONE color. Include all font files (both printer and screen). Adobe PostScript 1 fonts are preferred. Do not use application type styles. Use of the "Collect For Output" function is encouraged. Quark document size must equal actual ad size. Add 1/4 inch for full-page bleeds.

INDESIGN: InDesign CS 2 or earlier (MAC or PC). Include all image files at 300 dpi resolution, CMYK color. Two-color ads must be CMYK builds, unless otherwise specified on the contract as PMS/PANTONE color. Include all font files (both printer and screen). Adobe PostScript 1 fonts are preferred. Do not use application type styles. Use of the "Package" function is encouraged. InDesign document size must equal actual ad size. Add 1/4 inch for full-page bleeds.

PREPARING YOUR QUARKXPRESS/INDESIGN FILES

PAGE SET UP

- Set full-page ad document size to publication trim size. Add 1/4 inch for full-page bleeds.
- Set fractional ad document size to actual ad size (see rate card for mechanicals).
- Do not include color bars, agency instructions, etc, on digital files. Include only the material that is to be printed. Live area is 1/4 inch from trim.

IMAGES

- All image files should be 300 dpi resolution.
- EPS or TIFF files only. No PSD or JPEG files.
- All layers and transparencies must be flattened.

COLOR

- All color must be CMYK.
- Two-color ads must be CMYK builds, unless otherwise specified on the contract as PMS/PANTONE color.
- No RGB colors.
- In Quark, the Spot Color Box must be unchecked.

FONTS

- Adobe PostScript 1 fonts are preferred.
- No multiple master fonts or application type styles (use actual font).

COLOR PROOFS

For accurate color proofing on press, please provide a Fuji PictroProof, Imation Matchprint, Kodak Approval, or any other SWOP color proof. In the event that the only proof supplied by the advertiser is a low-resolution color printout, Ascend Media will take reasonable measures to ensure the color accuracy of the ad, but the company in no way will guarantee the color accuracy.

STANDARDS

Total ink density of four-color files should not exceed 280%. Maximum screened tone value for any color should be 85%. Any value above 85% should be made solid. Minimum dot range for highlight areas is 5%. No ICC color profiles. All traps are set at .144. If there is a PANTONE color, it must be noted on the color proof. Thin lines and small lettering should be restricted to one color.

PRODUCTION CHARGES

There is no charge for properly supplied digital files prepared in accordance with the publisher's requirements. The advertiser will be charged for any work required to update the provided files to meet our publisher's requirements. Any corrections are billed back to the advertiser at the publisher's cost.

AD MATERIAL POLICY

Ad materials submitted by the material due date will be inspected for adherence to the publisher's ad specifications. If materials are out of spec, the advertiser will be notified and new materials will be requested. If the ad materials are received after the materials due date, the publisher will take reasonable measures to contact the advertiser to promptly supply new materials, or the advertiser will be given the option to have the publisher correct the materials at the advertiser's expense, or run the ad "as is" with the publisher assuming no responsibility for the accuracy or readability of the ad.

SENDING FILES

Only press-ready PDF files not exceeding 5MB can be emailed to art@ascendmedia.com. Emails must include the advertiser's name, publication title, and issue. PDF files larger than 5MB can be uploaded to our FTP site. Files uploaded to the FTP site will only be accepted after an email has been sent to art@ascendmedia.com that includes the advertiser's name, publication title, and issue. All other files can be sent on a CD, DVD, or Zip disk along with proof and a label stating the advertiser's name, publication title, and issue.

MAILING ADDRESS:

Ascend Media
Attn: Production Coordinator
6100 Center Drive, Suite 1000
Los Angeles, CA 90045
Phone: (310) 642-4400 x241
Fax: (310)-642-1748

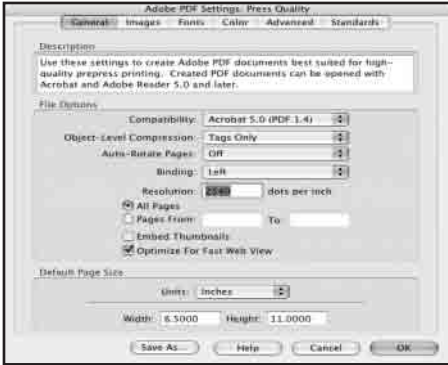
EMAIL ADDRESS:

art@ascendmedia.com

FTP ADDRESS:

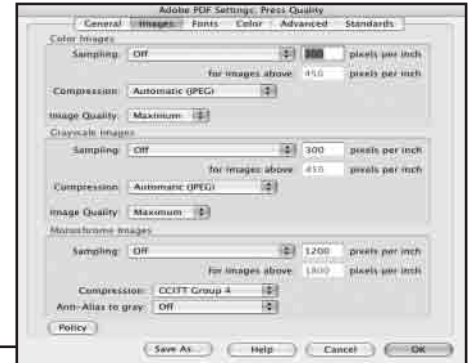
<ftp.alliedhealthjournals.com>
USERNAME: mwcftp
PASSWORD: ahj539

ACROBAT DISTILLER SETTINGS



General:

- Select Compatibility: Acrobat 5.05 (PDF 1.4)
- Select Object Level Compression: Tags Only
- Select Auto-Rotate Pages: Off
- Select Binding: Left
- Select Resolution: 2540
- Select All Pages
- Select Optimize For Fast Web View
- Select Units: Inches
- Width: 8.5
- Height: 11



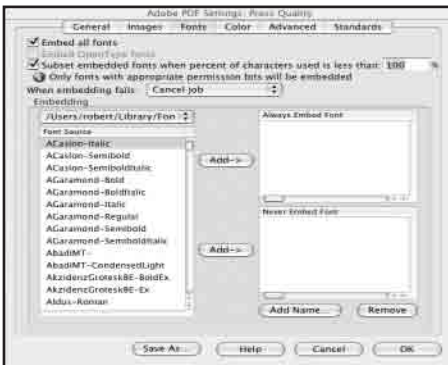
Images:

Color Images and Grayscale Images

- Select Sampling: Off
- Pixels per inch: 300
- Select Compression: Automatic
- Image Quality: Maximum

Monochrome Images

- Select Sampling: Off
- Pixels per inch: 1200
- Select Compression: CCITT Group 4
- Select Anti-Alias to gray: Off



Fonts:

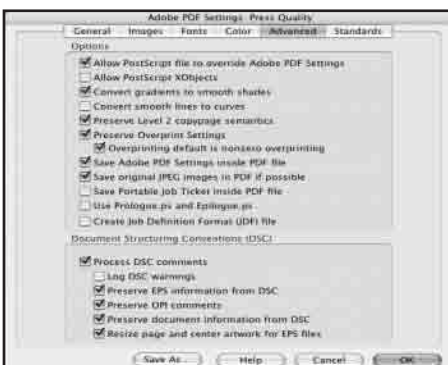
Set up Font Locations under the Settings menu in Distiller, to link fonts specifically used for your job prior to adjusting the Adobe PDF Settings.

- Select Embed all fonts
- Select Subset embedded fonts when percent of characters used is Less Than: Enter: 100%
- Select When embedding fails: Cancel Job
- Remove all fonts on the Always Embed and Never Embed lists
- Fonts that had been set up under Font Locations will automatically appear in the Font Source window



Color:

- Select Settings File: Color Management Off/None
- Select Preserve Under Color Removal and Black Generation When transfer functions are found: Select Apply



Advanced:

- Select Allow PostScript file to override Adobe PDF Settings
- Select Convert gradients to smooth shades
- Select Preserve Level 2 copypage semantics
- Select Preserve Overprint Settings
- Select Overprinting default is nonzero overprinting
- Select Save Adobe PDF Settings inside PDF file
- Select Save original JPEG images in PDF if possible
- Select Process DSC comments
- Select Preserve EPS information from DSC
- Select Preserve OPI comments
- Select Preserve document information from DSC
- Select Resize page and center artwork for EPS files

