

DOCUMENT PREPARATION

- Supply spreads as spreads, all other ads as single pages.
- No True Type fonts. Use stylized fonts only. Do not apply style attributes to fonts.
- All color must be CMYK. No spot colors or RGB.
- Total area density should not exceed SWOP standard of 300%.
- Do not nest EPS files within other EPS files.
- All elements should be placed at 100% size.
- Registration offset must be set to 1/8 inch. Bleed must be set to 1/8 inch beyond trim.
- Only spreads and full pages are allowed to bleed.
- All required trapping must be included in the file.
- Alignment across gutter cannot be guaranteed.
- Allow .25" safety on each side of the gutter.
- Files will print as supplied. Legibility of reversed type under 10 pt. cannot be guaranteed.

DIGITAL FILE FORMATS

We do not accept native application files such as QuarkXPress, InDesign, Illustrator, Photoshop.

PREFERRED FILE FORMAT: PDF/X-1a

A PDF/X-1a workflow eliminates common errors in file preparation such as missing fonts, images, or incorrect color space. To create a PDF/X-1a file, the native application file is converted to a PostScript file, which is then distilled using a PDF/X-1a plug-in or application such as Adobe Acrobat Professional 6.0 or above.

A PDF/X-1a is only as good as the files used to create it. To improve the final file and reduce chances for preflight or production errors and fees, follow these guidelines for all files:

- Create native file using InDesign, Illustrator, Photoshop or Quark. Never MS Word or MS Publisher.
- Include all high-resolution images and fonts in the native application file before conversion to PostScript.
- Embed only PostScript Type 1 fonts. No true type fonts. Avoid the use of type styling attributes such as bold, italic, etc. Use the actual font, ex. Helvetica Bold.
- Use only SWOP-standard images in CMYK at 300 dpi with a total area density of 300%. Never RGB.
- Set native application files in portrait mode at 100% of size with no rotations.
- Trim and bleed marks should be included in the file but kept outside of the "live" area. Keep live matter 1/4" from trim edge.
- Publisher reserves the right to match non-paid spot colors as process colors.

PROOFS

A SWOP certified proof is recommended for each ad. All non-SWOP certified proofs will be used for content purposes only. All proofs should be generated at 100% size from the file being submitted.

FEES

Publisher may, at its discretion, make any changes necessary to meet these specifications. Publisher is not obligated to notify advertiser of any necessary corrections to ad materials. A minimum production fee of \$75 will be incurred for any ad that:

- DOES NOT match these specifications
- DOES NOT match the committed ad insertion size

Changes to materials can be requested by advertiser prior to the ad materials deadline. The hourly rate is \$150 with a minimum fee of \$75.

Ad materials received after the published materials deadline will incur a \$150 late fee.

SHIPPING

We DO NOT accept ads via email. Once the insertion order has been accepted by publisher, advertiser will be provided with upload instructions. Send all insertion orders to your sales representative. Send proofs along with a copy of your insertion order to:

PRISM Media Group
Attn: Production Manager
1321 Valwood Parkway, Suite 600
Carrollton, Texas 75006
(972) 488-4413

