

MANGRUM PUBLISHING WEDDINGS magazine

DIGITAL AD SUBMISSION GUIDELINES

DIMENSIONS

- Please refer to the following pages for exact ad specifications. Allow 1/4-inch bleed on all sides. Allow 3/8 inch safety from trim on all sides for live (text and images) matter.

DIGITAL ADVERTISEMENT

Media Specifications

- DVD-ROM
- CD-ROM
- Email (up to 15MB files) —
Send to: steph@stephthedesigner.com
Use StuffIt or WinZip to compress all files.
- FTP — If you have an FTP site, please provide address for retrieval.

Platform: Macintosh (can accept PC)

Software Specifications

- Adobe InDesign CS3 —> (for Mac or PC)
- Adobe Photoshop CS3 —> (for Mac or PC)
- Adobe Illustrator CS3 —> (for Mac or PC)

Other software programs unable to export composite postscript are not acceptable publication-level programs (Microsoft Word, Publisher, Print Shop Pro are examples). If you are unsure whether or not the program you have used to create your ad is acceptable, please feel free to contact the publisher)

Image Specifications

- All images should be saved 300dpi at final size.
- All line art should be scanned at NO LESS than 1200 dpi at final size.
- Acceptable image formats: PSD, TIFF, EPS
- All color image files must be set up and saved as CMYK. RGB and indexed color are unacceptable formats.
- Do not use JPG, GIF, BMP, or PCT formats. They are not postscript compatible, and therefore unacceptable.

Font Specifications

- Digital files must include all screen and printer fonts. If using an illustration program to layout ad (such as Illustrator, Free-hand, or Corel), please convert all fonts to outlines / paths, and save file as EPS.

Missing fonts will cause a delay in processing and will require production and extra charges to follow up with advertiser. If fonts remain unavailable, we will select a font replacement.

SUBMITTING YOUR DIGITAL ADS

1. PDF Files — If you have Acrobat Distiller, you may provide PDF files if you have the proper job options file. Please contact the publisher for further information.

2. Application Files — As listed under Software specifications. All elements must be placed at 100% size and correct resolution.

Do not rotate, crop, or distort images in layout program.

Make these changes in an image program before importing into the layout program.

3. A Photoshop/Illustrator compatible file — Please follow image preparation specifications in previous section. Remember: if submitting your ad in this manner, it automatically becomes uneditable if text or image changes are required.

PROOFS

- **Color or B&W laser proof.** Black & white laser prints are not acceptable for color proofs.
- **Proofs must be provided at 100% size.**

A proof must accompany a digital file! **We will not be responsible** for reproduction problems or file corruptions associated with ads not accompanied by a proof.

VERY IMPORTANT:

By submitting a digital file to Mangrum Publishing you have submitted an Advertiser-approved ad. Mangrum Publishing assumes that the ad has been approved by the advertiser and that the advertiser has seen a substantial proof BEFORE submitting a digital ad.

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AD PLACEMENT SIZE TEMPLATES

1/2 Page Horizontal
6.75in x 4.375in

Continued on next page...

Full Page w/ bleed, trim size (.125in bleed on all sides for total of 8.25x10.25)
8in x 10in (use dimensions of full page, no bleed for margins for content)

Full Page, no bleed
6.75in x 9in

1/4 Page, directory
3.25in x 3.75in