

# Digital File

## Specifications and Guidelines

By following these specifications and guidelines, you can help avoid delays, errors and extra charges.

### SOFTWARE (We are Mac OS X-based)

- Adobe InDesign CS2 (preferred)
- QuarkXPress v. 4.11 or 6
- Illustrator CS2
- Photoshop CS2
- Acrobat 7

PageMaker is **NOT** accepted. Please convert these files to TIFF or PDF.

### PDFs

We can accept ads in PDF format with the following specs:

- Composite PDFs (300 dpi)
- All colors CMYK
- All fonts embedded
- All art 266 to 300 dpi at 100% final layout size

### IMAGES

- TIFF or EPS only
- 266 to 300 dpi at 100% final layout size
- CMYK (convert duotones to CMYK)
- No LZW or JPEG
- Printing Inks Setup - SWOP coated
- Dot Gain - 20%

### MEDIA (Mac formatted)

- CD (preferred)

### FONTS

- All fonts used in documents must be supplied (including fonts used in imported EPSF art).
- Include both Screen and Printer fonts.

### STANDARD PAGE SIZE

- Trim size: 8" x 10 1/4"
- Bleed allowance 1/8"
- For full-page ads, document size should be 8" x 10 1/4". Any art meant to bleed should extend beyond the document page by 1/8" on all sides.
- Keep live matter at least 1/4" from all edges and 1/2" from gutter for perfect bound.

### IMPORTANT CONSIDERATIONS

We recommend using **Markzware Flightcheck** to check your files and collect all art and fonts for output.

**Do not apply type attributes** (such as bold)—choose the actual font from the font menu. **Do not use the small caps** attribute—either use an actual small cap font or type in all caps and vary the size.

### AD SIZES for standard products (in inches)

	Width	Depth
Page trim size	8	10 1/4
<b>Full page with bleed</b> (includes 1/8" on all sides for bleed)	<b>8 1/4</b>	<b>10 1/2</b>
Full page (no bleed)	7	9 1/4
<b>2/3 page</b>	<b>4 5/8</b>	<b>9 1/4</b>
1/2 page vertical	3 3/8	9 1/4
<b>1/2 page horizontal</b>	<b>7</b>	<b>4 9/16</b>
1/3 page vertical	2 3/16	9 1/4
<b>1/3 page horizontal</b>	<b>7</b>	<b>3</b>
1/3 page box	4 5/8	4 9/16
<b>1/6 page vertical</b>	<b>2 3/16</b>	<b>4 9/16</b>
1/6 page horizontal	3 3/8	3
<b>1/12 page</b>	<b>2 1/4</b>	<b>2 1/4</b>

### WHAT TO SEND

#### Files on disk should include:

- Layout document
- Any imported art files
- All fonts used (screen and printer)

#### Also include in package:

- Hard copy of ad at 100% size, preferably in color
- Contact person for questions/problems

### QUESTIONS & SHIPPING INFO

Please send all correspondence and production materials to:

#### Traci Marsh, Production Director

Vitality Communications  
407 Norwalk Street  
Greensboro, North Carolina 27407  
(336) 547-8970, ext. 3324 FAX (336) 547-0768

### FILE TRANSFER SITE

**URL:** <http://smartdrive.twcbiz.com>

**Name:** client

**Password:** greatmag

**Domain:** vitality.com