

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 CS3 (preferred)
- QuarkXPress v.6
- Illustrator CS3
- Photoshop CS3
- Acrobat 8

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

- 266 to 300 dpi at 100% final layout size
- CMYK (*convert duotones to CMYK*)
- Printing Inks Setup - SWOP coated
- Dot Gain - 20%

MEDIA (Mac formatted)

- CD or DVD (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
Full page with bleed (includes 1/8" on all sides for bleed)	8 1/4	10 1/2
Full page (no bleed)	7	9 1/4
2/3 page	4 5/8	9 1/4
1/2 page vertical	3 3/8	9 1/4
1/2 page horizontal	7	4 9/16
1/3 page vertical	2 3/16	9 1/4
1/3 page horizontal	7	3
1/3 page box	4 5/8	4 9/16
1/6 page vertical	2 3/16	4 9/16
1/6 page horizontal	3 3/8	3
1/12 page	2 1/4	2 1/4

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