

CDANA Connection

Mechanical Specs



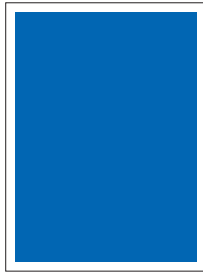
2 page spread Bleed



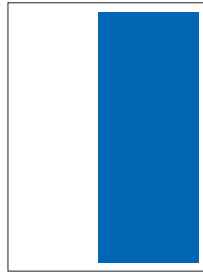
2 page spread Non-Bleed



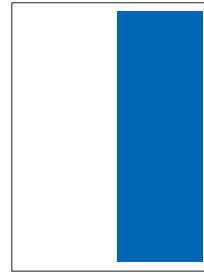
Full Page Bleed



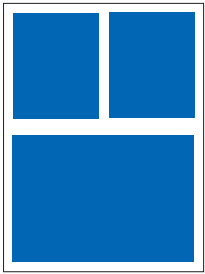
Full Page Non-Bleed



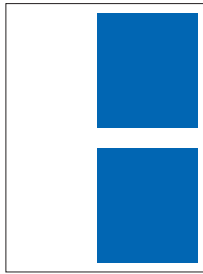
2/3 Page Vertical



1/2 Page Vertical



1/4 Page Vertical
1/2 Page Horizontal



1/3 Page
Vertical/Square



1/8 Page Horizontal



Full Page Back
Cover Bleed

2 Page Spread

Non-Bleed : 16" x 10"
Bleed : 17 1/4" x 11 1/4"

Full Page

Non-Bleed : 7 1/2" x 10"
Bleed : 8 3/4" x 11 1/4"
Back Cover - Bleed : 8 3/4" x 9 3/4"

Back Cover MUST bleed and MUST allow for the mailer and indicha

2/3 Page

Vertical : 4 7/8" x 10"

1/2 Page

Vertical : 3 5/8" x 10"
Horizontal : 7 1/2" x 4 7/8"

1/3 Page

Square : 4 7/8" x 4 7/8"

1/4 Page

Vertical : 3 5/8" x 4 7/8"

1/8 Page

Horizontal : 3 5/8" x 2 3/8"

Artwork Requirements:

We do NOT accept Pagemaker, Publisher, Word or CorelDraw files. Ads must be supplied as digital files only and submitted in one of the following applications:

- **QuarkXpress 4.1, 5.0, 6.0:** All screen and printer fonts and all supporting images must be provided. Only "plain" font usage accepted, (ie In Quark - "font" bold or "font" italic should be used on plain settings, no imitation bolds or italics please.
- **Adobe Photoshop 6.0, 7.0, CS:** The entire file should be created in Photoshop and saved as a 300 dpi TIFF. Your file should be CMYK.
- **Adobe Illustrator 9.0, 10.0:** Convert text to outlines as this will help avoid font problems. Please make all embedded images 300 dpi and CMYK. No Spot Colors. We cannot assume responsibility for the quality of embedded images that have been saved at lower resolutions.

PC Users: Please submit file as a Photoshop 300 dpi CMYK tif as this will help avoid font problems since we are MAC-based.

Proof: A full-size laser proof of the final file is required.

Images: All image files must be CMYK, supplied in either TIFF or EPS format. RGB or Indexed color must be converted to CMYK. Do not save with JPG or LZW compression options. All image files must be 300 dpi at its full imaging size.

Fonts: Screen and Printer fonts must be included. Ads should be built with Macintosh Postscript Type 1 fonts. Please do not provide PC fonts or True Type as they will be substituted with the best matching Postscript Type 1 fonts.

Media: CD ROM - must be written in ISO 9660 Format (MAC or PC), Zip -100MB & 250MB (NO FLOPPYS ACCEPTED)

Page Trim Size: 8 1/2" x 11"

Bleed Ads: Keep vital images at least 1/2" from any edge

Any ad that does not meet these requirements and sizes as per the mechanical specs will have to be altered. We do not assume responsibility for such alterations. They will be made to fit our specifications.

For Information:

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All files must be stuffed (.sit or self expanding mac files using Stuffit Expander)

Mail ads to: JSJ Productions

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