

Living the Country Life®

IDEAS AND INSPIRATION
FOR YOUR PLACE IN THE COUNTRY

METHOD OF PRINTING Web offset
TRIM SIZE 429-line page, 8" x 10 1/2"
BINDING METHOD Perfect

ADVERTISING MECHANICAL REQUIREMENTS

AD SIZE	NON-BLEED*	BLEED*	BLEED SAFETY*	TRIM*
SPREAD	15 1/2" x 10"	16 1/4" x 10 3/4"	15 1/2" x 10"	16" x 10 1/2"
PAGE	7 1/2" x 10"	8 1/4" x 10 3/4"	7 1/2" x 10"	8" x 10 1/2"
2/3 PG VERT	4 3/4" x 10"	5 3/8" x 10 3/4"	4 5/8" x 10"	5 1/8" x 10 1/2"
JUNIOR PG	4 3/4" x 7"	5 3/8" x 7 1/2"	4 5/8" x 6 3/4"	5 1/8" x 7 1/4"
1/2 PG VERT	3 5/8" x 10"	4 1/8" x 10 3/4"	3 3/8" x 10"	3 7/8" x 10 1/2"
1/2 PG HORZ	7 1/4" x 4 7/8"	8 1/4" x 5 3/8"	7 1/4" x 4 5/8"	8" x 5 1/8"
1/2 PG HORZ SPRD	15 1/2" x 4 7/8"	16 1/4" x 5 3/8"	15 1/2" x 4 5/8"	16" x 5 1/8"
1/3 PG VERT	2 3/8" x 10"	2 7/8" x 10 3/4"	2 1/8" x 10"	2 5/8" x 10 1/2"
1/3 PG SQUARE	4 3/4" x 4 7/8"	5 3/8" x 5 3/8"	4 5/8" x 4 5/8"	5 1/8" x 5 1/8"
1/6 PG VERT	2 1/4" x 4 7/8"	not available	not available	not available

*width x length

MATERIAL REQUIREMENTS Digital materials (see next page for digital specifications)

PRODUCTION CONTACT

Mary Arnold | 515.284.3734 | fax 515.284.2709 | mary.arnold@meredith.com

SEND MATERIALS

IMPORTANT

Meredith Imaging Center
Living the Country Life (Issue/Date)
ATT'N: Jill Fehr
1716 Locust Street LS013
Des Moines, IA 50309
Phone: 515-284-2992

Please **DO NOT EMAIL AD MATERIALS**. Accepted media is outlined on following page. If you prefer to transmit your ad electronically, please use our FTP site. Contact our Production Supervisor, Mary Arnold, for FTP information at 515-284-3734 or mary.arnold@meredith.com

If you choose to transmit materials via the FTP site, you must send a notification email to MICADS@meredith.com which contains the file name and a lo-res jpeg or lo-res PDF of the ad for reference. Please copy Mary Arnold on that email at the address above.





DIGITAL ADVERTISING SPECIFICATIONS

FILE FORMATS

Preferred format:

- PDF/X-1A

Acceptable formats:

- PDF
- TIFF/IT-P1
- DCS2
- CT/LW (HC files are not acceptable.)

RESOLUTION REQUIREMENTS

Raster: (DCS2, TIFF/IT-P1, CT/LW)

- 2400 dpi
- Compression preferred or JPEG-Maximum Quality
- LW files – 72 resolution (dots per mm) or minimum 2000 dpi
- CT files – 12 resolution (dots per mm) or 300 dpi at 100% size

Vector: (PDF/X-1A, PDF)

- 300 dpi

ACCEPTED MEDIA

- CD-ROM (created using ISO-9660)
- DVD (created using ISO-9660)
- Digital FTP (Please contact your Production Traffic Supervisor for FTP site instructions.)

PROOF REQUIREMENTS

Supply a minimum of one composite SWOP certified proof for color.

- Proof must be made from supplied file.
- Proof must be 100% of size.
- Proof must be SWOP certified.
 - For an up-to-date list of SWOP approved color proofs, please visit: www.swop.org/certification.html.
- Color bars are required on all analog or digital halftone proofs. Color bars should include:
 - SWOP color bars at 100% size as found on SWOP website (above).
 - A solid and 25%, 50% and 75% tints of each process color.
 - Solid overprints.
 - At least one gray balance patch (cyan-50%, magenta and yellow-39%).
 - Two-color overprints at 25%, 50% and 75% are also recommended.
 - The color bar can be a GCA/GATF Proof Comparator, or a GATF/SWOP Proofing Bar or digital equivalent.
- Proof must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the manufacturer's Application Data.
- Ads should be proofed on publication grade stock unless proper printer stock is known at the time of proofing.
- Proofing systems requiring line screen – use 133 line.

If the above guidelines are not met, the color and quality of print reproduction may vary. Proofs that are not SWOP compliant will be referenced for content only. Meredith will try to achieve a reasonable match to the supplied proof.

FILE SPECIFICATIONS

- Single page ads should be built to 100% trim size. If ad bleeds, extend bleed a minimum of 1/8" beyond trim.
- Partial page ads should be built to 100% of their actual trim size. If ad bleeds, extend bleed a minimum of 1/8" beyond trim.
- All non-bleed ads should be built to 100% of the non-bleed specs.
- Standard trim, bleed and center marks should be included but not in the "live" image area or "bleed" area.
- Spread ads: keep live matter 1/4" away from each side of center or 1/2" across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letters is critical.
- All elements must be placed at 100% of size.
- Do not apply style attributes to basic fonts.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted (example: &, /, -, %, (,), #, ', \$, etc. or anything after the extension).
- On 4/C ads, Pantone colors and other spot colors must be converted to CMYK.
- Four-color solids should not exceed SWOP density of 300%.
- 100% black elements should either be knocked out and trapped, or overprinted using 100% K and 60% C to create a rich black.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single-color type should be no less than .004 at the thinnest part of the character.

RETENTION OF MATERIALS

Material for all processes held for one year, then destroyed, unless otherwise notified.

Meredith Corporation is a member of the DDAP Association and subscribes to and supports all digital exchange standards developed by CGATS/SC6, the accredited graphic arts standards committee.

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Open application files or file formats not listed under the "file formats" heading will not be accepted unless prior approval has been granted by your Production Traffic Supervisor. Instructions and tools required to create a PDF are available. Please contact your Production Traffic Supervisor for details.

NOTE: For ads that require type changes such as key-codes, addresses, phone numbers, etc., a complete new file and corresponding color contract proof is required to show these changes.