

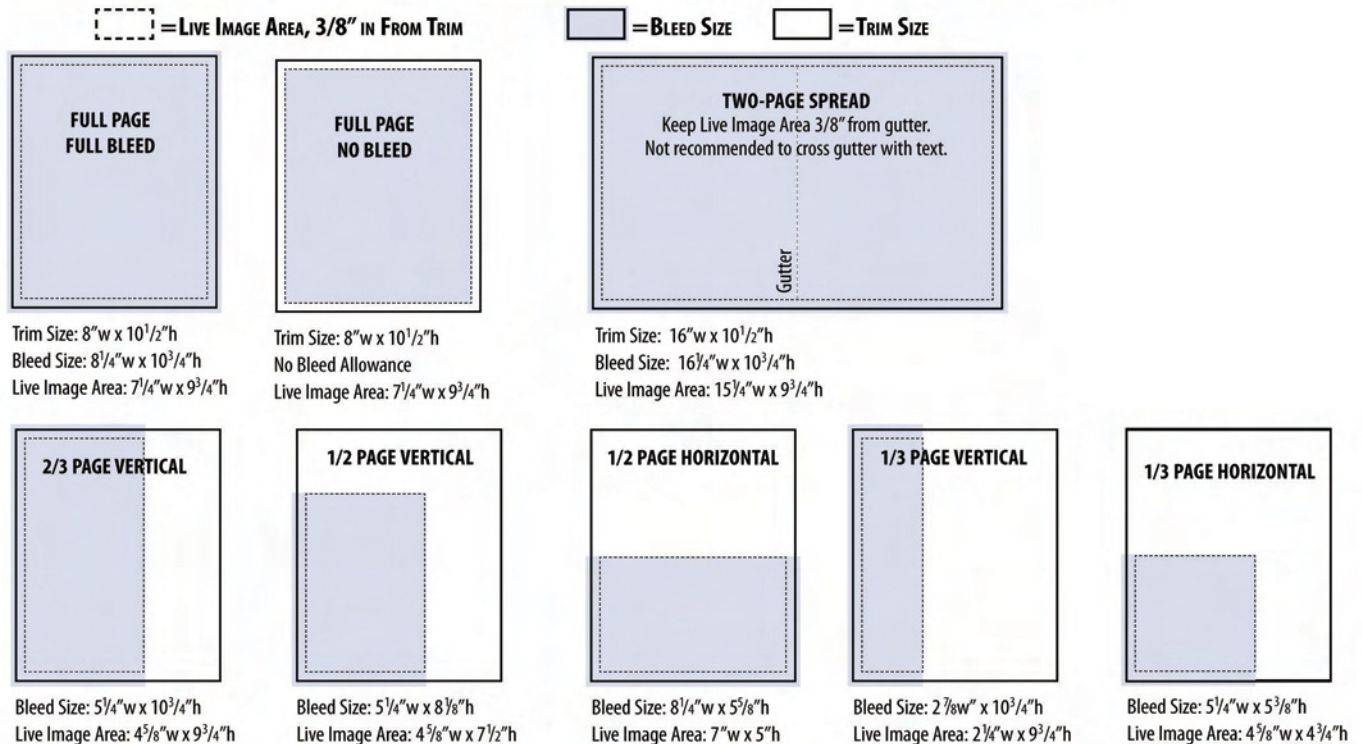
# Standard Size Magazines Digital Specifications

Your designer must be aware of digital ad guidelines and ad material due dates in order to avoid artwork problems and our \$100.00 late artwork fee.

## Material Specifications

1. Trim and bleed sizes: Trim size 8" W x 10-1/2" H. Bleed page size 8-1/4" W x 10-3/4" H. Important illustrations and type matter should be kept 3/8" from trim and 3/8" from gutter.
2. Line screen: 150.
3. Electronic media required: MAC format. Applications: InDesign, QuarkXpress, Photoshop EPS or TIFF, Illustrator EPS. Images: EPS, TIFF. Color: CMYK. Call for full digital guidelines: (407) 333-0600, ATTN: Ad Traffic Coordinator or visit us on the web at <http://www.strang.com/mediacentral/>.
4. Proof required: SWOP certified press-quality proof must be provided for color guarantee according to industry standards. Full list of acceptable proofs available on the digital guidelines. Once an ad is placed on the FTP site, please email corresponding ad traffic coordinator a PDF copy no larger than 5MB.
5. Method of printing: Web offset, 4-color process.
6. Binding: Saddle-stitched.
7. Advertiser will be billed for preparation charges when publication typesets advertisements, scans images, designs layouts, shoots photos, manipulates or corrects digital files, or performs other extensive preparation on advertising material (\$75 per hour).
8. Art prepared by Strang Communications and billed to the advertiser becomes the property of the advertiser. However, materials will be stored for 12 months and then destroyed unless instructed by advertiser at time of insertion.
9. Ad material and digital files will be returned to the advertiser if requested in writing. The cost of postage and handling will be billed to the advertiser.

**Ads that bleed:** Center **Live Image Area** horizontally and vertically between bleed dimensions. **Partial Page Ads that bleed:** Specs allow enough bleed on both sides for ad to be placed on either a right hand or left hand page. **Ads that do not bleed:** Use **Live Image Area** only.



## **STRANG COMMUNICATIONS' FTP SITE**

Below are the new instructions for Strang's FTP Site.

All ads for the print magazines need to be uploaded to the production area and **MUST** use the following login :

URL: strangftp.com

Login: adguest

Password: urADS!

When you log onto our site using the above login, it takes you directly into the Production area where there is a folder for each magazine.

\*In order to upload your ad, you must open/choose the folder for the magazine you are uploading to. You will not be able to upload until you open/choose a specific magazine folder.

Once you are inside the magazine folder you will be able to upload your ad. However, you will not be able to see anything inside the magazine folder you choose, including the ad you are uploading.

**\*Please supply Native Files (InDesign or Quark with fonts and links) or a composite image (Tiff or EPS) and stuff or zip all files before uploading to the FTP site.**

\*After you have uploaded your file to the FTP site please email the Ad Traffic Coordinator with the name of the file and a low res PDF, which is used for proofing purposes.