

# SocialZone.com

## 2005 Mechanical Requirements

### Display Advertising Sizes & Dimensions

#### Bleed Ads

	Width	x	Heights (inches)
Page trim size	8.125	x	10.75
Page bleed size	8.875	x	11.5
Spread trim size*	16.25	x	10.75
Spread bleed size*	17	x	11.5

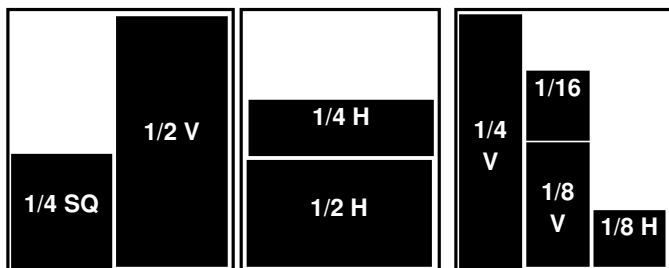
Live matter MUST be at least 1/4" in from trim.

Bleed MUST extend 3/8" beyond trim at each edge & gutter.

\*For center spread, please contact us for specific trim dimensions. We will provide specs to adjust for creep.

#### Non-Bleed Ads

	Width	x	Heights (inches)
Spread	15.25	x	10
Full Page	7.125	x	10
1/2 Horizontal	7.125	x	5
1/2 Vertical	3.5	x	10
1/2 Horizontal Spread	15.25	x	5
1/4 Square	3.5	x	5
1/4 Horizontal	7.125	x	2.4375
1/4 Vertical	1.6875	x	10
1/8 Horizontal	3.5	x	2.4375
1/8 Vertical	1.6875	x	5
1/16 Page	1.6876	x	2.4375



#### Receiving Materials

We must receive your ads no later than 4:00pm on the Thursday prior to publication.

#### Ad Design

SocialZone will provide limited design assistance to advertisers at no cost. Ad design materials have to be in 8 days before the issue date they will appear. Extensive design or amendments to advertiser-provided files may result in a 15% production fee.

**SOCIALZONE IS NOT LIABLE FOR ANY ADS NOT APPROVED BY THE ADVERTISER BEFORE 4:00pm THE FRIDAY PRIOR TO ISSUE DATE.**

#### Images and Color

##### DO...

- . Supply images in TIFF or EPS formats only.
- . Supply color images in CMYK mode.

#### Applications & Formats

##### MAXINTOSH ONLY --

Quark Xpress 5.0 & below

Adobe Photoshop 7.0 & below

Adobe Illustrator 10.0 & below

In Design (EPS w/fonts outlined)

##### PC NATIVE FILES ARE NOT ACCEPTED.

TIFF-IT, DC 2.0, PDF/X-1A files are accepted on a limited basis.

PDF files are accepted on a conditional basis. Generic PDFs will not be accepted. Please contact us or visit our website at (<http://www.socialzone.com/advertise/pdf.shtml>) to download our instructions, necessary PPDs and Distiller settings. You must follow instructions and use our supplied settings in order to generate a successful PDF.

##### Disk

- . CD-Rom, Macintosh-formatted 100/250 MB Zip.
- . Submissions should include a printout of the contents of each disk; each disk should contain only the necessary elements. Please send us a **copy** of the original file; disks will only be returned if requested in writing.

##### FTP

If you have the appropriate software to transmit materials via FTP, please contact the Advertising Production Department.

##### E-Mail

No e-mailed files will be accepted at this time.

##### Pick-up Ads

SocialZone has a six month maximum pick-up policy. Advertisers must notify SocialZone about copy changes to pick-up ads 7 days prior to issue date.

##### Proofs & Marks

- . Supply at least one digital proff that matches the supplied file for color guidance on press. Supplied color guidance must meet SWOP specifications (Kodak approval, CREO Spectrum or Iris).
- . **If you do not provide us with a SWOP-approved digital proof, you waive your right to question color reproduction.** Digital contone, laser or ink proffs may be used for content only.
- . All marks (trim, bleed, live) should be included on proofs, located outside of printable file.

##### Line Screen

Cover -- 150 lpi

Interior -- 133 lpi

##### All materials and inquiries to:

##### Advertising Production Department

**SocialZone, 272 Lincoln Place,  
Suite D5, Brooklyn, NY 11239**

**Marc Hudson, Manager**

**Tel: 718-638-3322**

**Dina Bern, Coordinator**

**Tel: 718-638-3322**

**Fax: 815-371-3638**

##### DO NOT...

- . Supply images in JPEG format or nested EPS files.
- . Supply color images in RGB mode.

- . Supply black & white images & layout in grayscale or bitmap mode. Bitmap images must have a minimum resolution of 1000 dpi.

**NOTES:** Panton (PMS) colors are treated as a fifth color and are only accepted at an additional charge (contact sales representative for rates).

**PDF Files:**

Visit our website (<http://www.socialzone.com/advertise/pdf.shtml>) to download our instructions, necessary PPDs and Distiller settings.

**TIFF-IT, DCS2, and PDF/X-1A files:**

All of these formats are acceptable. Please pay attention to the tips outlined below for the specific applications used when creating the final layout in order to avoid design/press conflicts.

**SWOP specifications apply or SocialZone will not guarantee reproduction.**

**Resolutions:** TIFF/IT-P1 format: CT file: 200-400 dpi (SWOP, CMYK); LW and HC files: 2400 dpi.

**Density:** Total density should not exceed 280%.

**Requirements & Tips for Native Applications:**

**Quark Xpress 5.0 and below**

**DO...**

- . include all postscript fonts used in the document. Include all screen and printer fonts used. Each font must be in its own suitcase.
- . include all of the high resolution imported images files on your disk. They must be either TIFF or EPS format.
- . include all non-standard extensions.

**DO NOT...**

- . use JPEG images (due to resolution and parsing issues).
- . use true-type fonts.
- . use the measurement bar to bold, italicize, or otherwise alter a font. You must select all bold and italicized fonts from the actual font menu.
- . "group" fonts when including them with your document.
- . use any non-standard Quark borders.
- . use Standard H&J; create your own.
- . use Normal style: use NO Style or create your own.
- . use Quark EPS files in your ad as a final file format.

**COLOR TIP:** All ads must be designed in CMYK mode. If creating a custom CMYK process color, you must check the Process Separations box under the Edit Colors dialogue box, otherwise the color will be output as a separate plate even if the color is defined as CMYK color space. Spot Pantone (PMS) colors are available at an additional charge (contact sales representative for details).

**FONT TIP:** Set all your type in an Illustrator EPS file, then convert to outlines. This eliminates the need to supply fonts and ensures there will be no copy reflow when we place the ad on our page. Color and reverse type smaller than 10 point cannot be guaranteed perfect registration and is not recommended.

**TRAPPING TIP:** All text placed over dark backgrounds must be set to "knockout." Advertisers are responsible for setting all trapping values in their files.

**SCALING TIP:** All images brought into Quark Xpress must be scaled to 100%. Please do all resizing and scaling in Photoshop.

**Adobe Photoshop 7.0 and below**

**DO...**

- . flatten transparencies.
- . save your file as a TIFF or EPS.
- . make sure the resolution (dpi) of your file is at least 266 dpi, preferably 300 dpi.
- . for grayscale images, the shadow density should be no darker than 90% and highlights should be no lighter than 3%.
- . use Binary encoding when saving files..NOT JPEG!
- . save clipping paths in EPS format; single path must be selected and pixel flatness specified.

**4/C BLACK TIP:** SocialZone's TAC (Total Area Coverage) is 280%. DO NOT set your 4/C Black value at 100C, 100M, 100Y, 100K. We recommend 40 - 60C, 100K for rich black. When in doubt, use a standard 1/C, 100% black.

**Adobe Illustrator 8.0 and higher**

**DO...**

- . be sure Illustrator files imported into your Quark Xpress document have an eight bit preview, with a document output resolution of at least 1200 dpi.
- . convert any text in the Illustrator file to outlines before saving as an eps.

**DO NOT...**

- . use colors from the custom color list unless you intend to print a Pantone (PMS) color at an additional cost.
- . place any non-vector artwork into Illustrator.

<b>Printing Process</b>	Web Offset
<b>Binding Method</b>	Saddle Stitched
<b>Inserts</b>	Samples required for pricing and acceptability. Please consult.
<b>Spot Color</b>	Accepted on a limited basis. Consult your account manager.

**QUALITY IS AT THE ADVERTISER'S RISK IF PUBLISHER'S SPECIFICATIONS ARE NOT MET OR MATERIAL IS RECEIVED AFTER CLOSING DATE.**