

# Mechanical Specifications

Please read these items carefully and follow these guidelines to ensure that your ads print as you intend. If you have any questions about the materials you are providing, please contact Martha Jolkovski at 703-684-5574 x118.

## 1. AD DIMENSIONS:

Please carefully review the dimensions for your ad size, as described on a separate page in the ILMA 2010 media kit or download the specs from the ILMA Web site, [www.ilma.org](http://www.ilma.org). Click on Publications, then "Advertise with ILMA," and click on "Ad Sizes."

## 2. BLEEDS:

For bleeds for full page ads, please extend the bleed 1/4" beyond the trim size.

## 3. PREFERRED DIGITAL FILE FORMAT:

PDF is the best format for ad submissions:

- Please be sure to embed fonts.
- Be careful with the registration/crop marks and make sure they do not extend into the live area.

## 4. OTHER ACCEPTABLE FILE FORMATS:

- **Adobe Photoshop** files saved as TIFF or EPS.
- **Adobe Illustrator**, with type converted to outlines, saved as EPS, and with all linked files.
- **InDesign**, Macintosh platform, 2.0 or greater, file supplied in native application with all supporting fonts and art/scans including nested fonts and art.

## 5. FONTS:

- All printer and screen fonts, including fonts embedded in art files, must be supplied. Please include the font suitcase in addition to the actual font versions you are using.
- PLEASE DO NOT USE SCREEN STYLES FOR BOLD, ITALIC AND BOLD ITALIC, ETC. Applied styles will often default when processed for printing. Character styles should not be supplied in the file application; use a postscript font in the appropriate type.

*For example, please select Helvetica Bold from the font menu rather than Helvetica, and making it bold from the style menu.*

## 6. TOTAL AREA COVERAGE (TAC)

TAC is the combined sum of dot percentages of CMYK used to create a color or the image value in the heaviest/darkest area of a Photoshop file. These values should never exceed a combined total of 300%. Doing so can cause color variability problems, marking or drying problems when printing.

*Additional costs are incurred to ILMA if correction time is needed to fix this problem, either by correcting a file to reduce the total ink density or reprinting because of color or marking problems. For example, if creating a screen build for black, please do not use 100% Cyan, 100% Yellow, 100% Magenta, 100% Black. The screen build recommended by our printer for black is 40% Cyan, 30% Magenta, 30% Yellow and 100% Black. Please contact ILMA if you have any questions.*

## 7. SCANS

Line art should be provided at 600 dpi in TIFF or EPS format. 4C images should be provided at 300 dpi, CMYK (if possible). Scanned images can be saved as TIFF, EPS, or JPEG. Transparencies or photographs should not be enlarged to more than 150% of scanned size. If more than 150% is needed, the image should be rescanned at a larger size. Reduction is unlimited.

## 8. PUBLICATION SIZES & FORMATS:

- **COMPOUNDINGS:** All advertisements are printed in 4-color process screen build. Trim size = 9" horizontal x 11 1/2" vertical with a 5/8" gutter.
- **MEMBERSHIP DIRECTORY:** Printing is offset and will be bound on the 10" side. **Please note that the page size of the Directory is larger this year, so new ad materials will be required.**

**Cover Ads:** Trim size for cover ads is 7 3/4" horizontal x 10" vertical. Keep live area at least 1/4" in from trim size.

**Divider Tab Ads:** Trim size for divider tab ads is 7" horizontal x 10" vertical. Keep live area at least 5/8" in from trim size at binding edge (left edge for front tab ads, right for back tab ads) and 1/2" in from all other edges. Allow at least 1/4" bleed on all sides (bleed into binding area is acceptable).

**Run of Press Ads:** Black & white left-hand pages only. Trim size for full page run of press ads is 7" horizontal x 10" vertical. Keep live area at least 5/8" in from trim size at binding edge and 1/2" in from all other edges. Allow at least 1/4" bleed on all sides (bleed into binding area is acceptable).

## 9. ADDITIONAL CONSIDERATIONS:

- **PLEASE PROVIDE PRINTED PROOFS FOR ALL ADS.**
- No additional charges for:
  - ▶ color for *Compoundings* ads.
  - ▶ bleeds for full page ads.
- Additional charges will be added for ads supplied on negatives.