

Benefit Forum / Employee Benefit Adviser Summit Show Guide

Ad Specifications:

<u>Trim size:</u>	8.25 x 10.75"
<u>Full page bleed:</u>	8.5 x 11" (includes 1/8" bleeds)
<u>Live area:</u>	7 x 10" (for all full page ads)
<u>½ page horizontal:</u>	7 x 5" (no bleeds for partial page ads)
<u>¼ page square:</u>	3-1/8 x 4-3/8" (no bleeds for partial page ads)

PDF Specifications:

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from Postscript files utilizing Adobe Acrobat Distiller, but PDF's created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

Creating PDF's from InDesign

From the File → Adobe PDF Presets menu, choose PDF/X-1a:2001. Then choose Export from the File menu.

Creating PDF's from Quark

First you will need to create a Postscript file from Quark and then create the PDF with Acrobat Distiller using the PDF/X-1a:2001 .settings.

Postscript and PDF Checklist

Prior to making the Postscript file, please check your file to make sure that it meets the following SourceMedia's specifications:

Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. Please keep all images and copy within the live area, at least ¼" away from trim. The trim sizes for our publications are detailed in our rate card.

Check Colors used

- Ensure all color NOT intended to separate as a spot color is defined as Process color (CMYK)

Check Fonts

- Ensure that all fonts used are PostScript type 1 or Open Type fonts. We do not accept TrueType or MultipleMaster fonts.

Check Images

1. All images must be CMYK or Grayscale TIFF or EPS, with a minimum resolution of 200 DPI for newsprint ads and 300 DPI for magazine ads.
2. Do not nest EPS file into another EPS file.
3. Do not embed ICC profile with images.
4. Total ink density should not exceed 280% for magazine ads, or 240% for newsprint.

Proofs (required)

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on:

1. CD/DVD ROM
2. FTP

Send file and hardcopy proof (required) to:

Attn: Stacy Ferrara

SourceMedia

One State Street Plaza

New York, NY 10004

Stacy.Ferrara@SourceMedia.com

FTP information:

Set your FTP Client software to the following configuration:

FTP Site Address: <ftpfiles.sourcemediacom>

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials/BenefitsForumShowGuide

When files are uploaded, please notify Shayla Woods.

Hardcopy proofs (required) are to be send to the address indicated above.

MATERIAL AND PROOF ARE DUE BY FRIDAY, AUGUST 6th, 2010