

INTRODUCTION

We are delighted that you have chosen to advertise in this important publication. Please take the time to carefully read through this document, it contains all the relevant information you require to create the correct print ready artwork.

Should you require any additional details, kindly email Bryan Southerton at: adcoppy@bostonhannah.com

SPECIFICATIONS

Healthy Mom&Baby
Trimmed page size 8" x 10½"



	Trim width x height	Live Area width x height	Bleed width x height
Double page spread	16" x 10½"	15"* x 9¾"	16¼" x 10¾"
Single page	8" x 10½"	7" x 9¾"	8¼" x 10¾"
Half page horizontal with bleed	8" x 5"	7" x 4¼"	8¼" x 5¼"
Half page horizontal non bleed	-	7" x 4⅝"	-
Half page vertical with bleed	3¾" x 10½"	2¾" x 9¼"	4" x 10¾"
Half page vertical non bleed	-	3¼" x 9¾"	-
1/3 vertical	-	2" x 9¾"	-
2/3 vertical	-	4½" x 9¾"	-

* Include a gutter allowance of at least 1" in center

FILE INFORMATION

File Format

We only accept PDF/X-1a files, which is a globally agreed file format for the print industry. PDF/X-1a files can be created using Adobe Distiller or directly from Adobe InDesign. Please note, we do **NOT** accept Quark, InDesign, EPS, Photoshop or image files.

PDF Specifications

- The PDF must be a PDF/X-1a only (Quark, InDesign, EPS, Photoshop or image files are **NOT** accepted)
- The PDF must be compatible with Acrobat 4 (PDF 1.3)
- A PDF file shall be compliant to the ISO PDF/X-1a:2001 standard as defined by ISO 15930-1
- The number of pages in a PDF file must be exactly one.
- Right-reading, portrait mode, 100% size, no rotations.
- Include standard trim and registration marks ¼ outside trim.
- The PDF file must not use layers.
- Files must not contain any transparent elements.
- All PDF files must be pre-flight checked prior to submission.

FILE INFORMATION**Images**

- All high-resolution images must be embedded.
- Images must be CMYK, TIFF, EPS or JPEG with a resolution between 300 and 450dpi. If using JPEG compression please ensure that the highest quality setting is used.
- Resolution of 1-bit images (either regular images or image masks) should not be below 550dpi.
- Total Area Density of elements on a page should not exceed 300%.
- Four color CMYK file only. No spot colors.
- OPI (Open Pre-press Interface) comments are not acceptable within the PDF file.
- The PDF file should not include any trapping. Trapping will be applied by the printer.

Fonts

- All fonts must be embedded and all embedded fonts must be subsetted.
- Type 1 fonts only. Multiple Master and True Type fonts must not be used.
- A PDF file must not contain white text set to overprint.
- The file must not contain black text smaller than 12 points that is set to knockout.
- The file should not contain text that is smaller than 5 points or text that is smaller than 9 points and colored with more than 2 color separations.
- The PDF file must not contain annotations that are set to print.

It is the file creator's responsibility to ensure that overprint settings with the file are correct. The printer will honour whatever overprint settings are included in the file and black will overprint or knockout depending on what the instruction is. Some proofing systems do not reliably show overprint, therefore we cannot be held responsible for an incorrect print despite any proofing that we may decide to carry out.

COLOR PROFILE

The output intent profile of the PDF/X-1a file should be USWebCoatedSWOP.icc. The file is available upon request.

COLOR PROOFS

A contract color proof must be supplied with each file, even if you have submitted the artwork electronically.

FILE SUBMISSION**File Submission**

Artwork can be supplied:

- On a CD
- Via email (maximum 8MB)
- Uploaded to our FTP site (FTP details available upon request)
- Uploaded to your FTP site if you provide access instructions
- Uploaded to a free file transfer website, for example www.yousendit.com

CONTACT DETAILS

Bryan Southerton
Boston Hannah Chicago
39 South LaSalle Ave, Suite 420
Chicago, IL 60603

Tel: 312-701-0001

Fax: 312 701 0066

Email: adcopy@bostonhannah.com

MORE INFORMATION

www.pass4press.com

Contains a step-by-step guide to creating PDF/X-1a files.

www.swop.org

SWOP (Specifications Web Offset Publications)

www.adobe.com

The Adobe website contains general information on PDFs and PDF programs like Acrobat.

www.gwg.org

The website of the Ghent PDF Workgroup who created the PDF/X-1a specification.

www.pdf-x.com

Contains information on all the PDF-X specifications.

**BOSTON
HANNAH
CHICAGO**