



60th Anniversary Edition FORUM Magazine

Mechanical Specifications

Dimensions (inches)

Full page

Trim Size 8 3/4 x 10 3/4

Bleed 9 x 11

Non-bleed 7 1/2 x 9 3/4

2/3 PAGE 5 x 9 3/4

1/2 PAGE 7 1/2 x 4 3/4

2 Page Spread Bleed: 18 x 11, trims to 17 1/2 x 10 3/4

Bleed ads: Add 10% to cost of space and color

Important Advertising Guidelines

Forum retailers have requested that the following guidelines be observed in preparation of your advertising. Ad materials that do not meet these guidelines may be altered or rejected.

Do not include showroom addresses, phone numbers, website or e-mail addresses within the ad. Forum merchants mail to consumers within their trading area who know to come to the store for information.

Do not mention or tag the names of stores outside the Forum Group within your advertising.

If any of the above text is displayed in your advertising, it will be removed and you will be charged for the work.

FORUM MAGAZINE

PRODUCTION REQUIREMENTS

Digital Advertising Specs

MEDIA:

Zip 100, CD-R, CD-RW. Submitted media must be clearly labeled. (No Floppy discs accepted) One ad ONLY per disk Accepted. (Spreads can be on same disk BUT must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

E-MAILED ADS CAN NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES.

LABEL REQUIREMENTS:

Issue date, advertiser name, and contact name, telephone number and email address.

FORMAT:

Hi res PDF files (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) and also 4.0 (3.0 will NOT be accepted)

The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (i.e. CMYK or Grayscale) Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

The Following are the ONLY ACCEPTED PROOFS for (4 color ads):

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with contone proof.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%.

BACKUP WORKFOLDERS:

In addition to the Hi-res PDF —All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc. A disc directory and proper proof must accompany each ad file. All submitted images, and/or files must be converted to CMYK, no RGB. A Color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

QUARKXPRESS GUIDELINES

We support files generated from QuarkXpress using the specific guidelines below.

- Remember that Xpress files can be saved as an EPS, which can then be opened in Illustrator to convert type to vector graphics. The file can then be saved as an Illustrator EPS as described above. We prefer this.
- If you must send an Xpress file, you must also supply all the elements that went into creating the files: FONTS - (both screen and printer font files, as Adobe Type 1 fonts are recommended). ART FILES - vector EPS and high resolution CMYK or grayscale or bitmap TIFF or EPS images. Images should have a resolution of 300 DPI. Bitmap files should have a resolution of 1200 DPI.
- Custom effects need to be applied prior to importing a graphic into Xpress. Apply any colorizing, rotation, or special effects in a photo retouching or illustration program before importing. Do not use any third party Xtensions. Do not use Font Menu Styling. Do not use True Type Fonts.
- If you have created and are using any custom colors be sure they are CMYK and "Spot" is not checked.

MEDIA LABELING REQUIREMENTS:

All materials submitted should be clearly labeled with the following information.

- Advertiser
- Publication Date and Magazine Name
- Agency Name, Address, and/or
- Return Information for materials
- Contact Name and Phone Number
- An itemized list of contents of disk (files, images, fonts, etc.)