

# Benefits Forum Show Guide

## **Ad Specifications:**

Trim Size: 8.25 x 10.75"

Full page bleed: 8.5 x 11" (includes 1/8" bleeds)

Live area: 7 x 10" (for all full page ads)

½ page horizontal: 7 x 5" (no bleeds for partial page ads)

¼ page square: 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.

There are two files you should download and utilize in the creation of both your Postscript and PDF files from our FTP site:

### **PostScript Printer Description File**

The PostScript Printer Description (PPD) file is used by Quark and the PostScript for the creation of your Postscript file. Download this file, uncompress, and then place in the following folder for your respective Operating Systems:

[Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/DDAPv3\\_PPD.sit](ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/DDAPv3_PPD.sit)

OS 9: Macintosh HD/System Folder/Extensions Folder/Printer Descriptions Folder/

OS X: Macintosh HD/Library/Printer/PPDs/Contents/Resources/en.proj/

[Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/DDAPv3\\_PPD.zip](ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/DDAPv3_PPD.zip)

Windows: C:\WINNT (or WINDOWS in XP)\system32\spool\drivers\w32x86\3

### **Adobe Acrobat Distiller Setting File**

This Adobe Acrobat Distiller job profile will automatically setup Distiller with the correct settings to create PDFs from your Postscript files. Download this file, uncompress, and then placed in the following folder for your respective Operating Systems:

[Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/SourceMedia.joboptions.sit](ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/SourceMedia.joboptions.sit)

OS 9: Macintosh HD/Application/Adobe Acrobat X/Distiller/Settings/\*

OS X: Macintosh HD/Users/Shared/Adobe PDF X/Settings/\*

[Ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/SourceMedia.joboptions.zip](ftp://AdDrop:rainbow@Ftpfiles.sourcemediacom/Distiller%20Settings/SourceMedia.joboptions.zip)

Windows: C:\Program Files\Adobe\Acrobat X\Distillr\Settings\*

\* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

# Postscript Checklist

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

## 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. 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 fonts. We do not accept TrueType or MultipleMaster fonts.

## Check Images

1. All images must be CMYK or Grayscale TIFF or EPS between 200 & 300 DPI.
2. Do not nest EPS file into another EPS file.
3. Do not embed ICC profile with images.
4. Total area density should not exceed SWOP standard of 300%.

## Creating PDF Ads in Acrobat Distiller:

1. Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output 1 page per Postscript file.
2. Launch Acrobat Distiller
3. Select the SourceMedia Distiller Job Option
4. Drag your PostScript file on to the Distiller window to create your PDF file.

## Hardcopy Proofs (Required):

All color files 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 files and hardcopy proofs (required) to:

SourceMedia  
Attn: Shayla Woods/BFE  
One State Street Plaza, 26th Floor  
New York, NY 10004  
[Shayla.Woods@sourcemediacom](mailto:Shayla.Woods@sourcemediacom)

## 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 sent to the address indicated above.

**Material and Hardcopy Proofs are Due by Friday, August 7, 2009**