

Mechanical Specifications

- All material must be submitted as digital files (electronic files)—please name the file with advertiser name for identification.
- Preferred media is CD.
- FTP site: ftp.newwestpublishing.com
 username: ads
 password: newwest
- Preferred format is press-ready high resolution PDF (see list of accepted files below)—do NOT submit Quark EPS files.
 - press-ready high resolution PDF prepared for print reproduction with all fonts embedded.
 - Illustrator EPS, with all fonts outlined.
 - Quark files with all supporting files and fonts included.
- Press-ready Acrobat Distiller settings will be provided upon request.
- All tiff files must be prepared with a minimum resolution of 300 dpi. 1200 dpi preferred for line art.
- Picture files must be Tiff or EPS format (JPEGs and GIFs not accepted).
- All files must be CMYK (RGB files not accepted).
- Maximum total density should not exceed 300%.
- Document size must be published ad dimensions (Full page ads must be to trim size and include bleeds).
- Please name any custom color in document with advertiser identification.
- SWOP standard color proofs* must accompany electronic files—laser prints are not acceptable color proofs. New West Publishing will not be responsible for reproduction problems or file corruption if a proof is not provided.



<p>2 Page Spread (Create as two full page ads) Trim 16 1/2" x 10 7/8" Bleed 16 3/4" x 11 1/8"</p>	<p>1 Page Trim 8 1/4" x 10 7/8" Bleed 8 1/2" x 11 1/8" Live 7 x 9 7/8"</p>	<p>2/3 Vertical 4 9/16" x 9 11/16"</p>	<p>1/2 Horizontal 7 1/8" x 4 3/4"</p>	<p>1/3 Vertical 2 5/16" x 9 11/16"</p>	<p>1/3 Square 4 9/16" x 4 3/4"</p>
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Material Release Form

The kind/quality of proof you provide will determine the accuracy of matching color on press. Please fill out the lower portion of this page, including contact information, and fax a signed copy to New West Publishing.

- SWOP Standard Color Proof attached.*
- I have provided a laser or other proof and therefore release New West Publishing from matching the color of my ad.
- I choose not to provide a proof and therefore release New West Publishing from matching the color of my ad.

Advertiser: _____

Contact for materials submitted: _____

Phone: _____

Signature: _____

The 15% camera-ready discount will be forfeited for creative work requiring changes. Additional charges will be billed to advertisers for submitting materials that do not meet mechanical specifications. Additional charges will also apply for each ad dropped in at the printers after due date.

*SWOP can be found on the web at www.swop.org/proofs