

Electronic File Specifications

Innovative Designs & Publishing, Inc.

Please note that the specifications listed below apply to ALL files being submitted to Lehigh Valley Style, Susquehanna Style & Berks County Living.

COMPUTER SOFTWARE

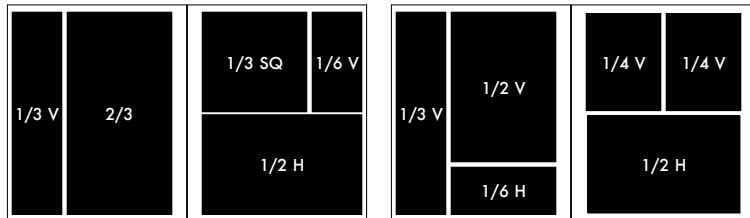
Our staff utilizes Adobe Creative Suite 2, any of the following layout files are acceptable: Adobe InDesign (*.indd), Photoshop (*.psd, *.tif, *.jpg, *.eps), Illustrator (*.ai, *.eps, *.pdf) & Acrobat (*.pdf). We also accept Quark XPress layout files, versions 4, 5 & 6. We can also accept non-working files of *.tif, *.jpg, *.eps & *.pdf format. Note that changes cannot be made to these files once received. Non-working files must have all text converted to outlines or all fonts embedded, and all images embedded, in addition to following all other specifications.

FILE SETUP

Set document dimensions to the correct size of the ad. Do not center an 8" x 10" ad in an 8.5" x 11" document. If ad will bleed off edge, set document size to bleed dimensions. It is not necessary to include printer marks such as crop, bleed and registration marks or page information. Ask your Account Executive about two-page spreads, 2/3 page with bleed and 1/2 page horizontal with bleed.

Full page with bleed	9.5" x 11.375", trim: 9" x 10.875", live area: 8.375" x 10.375"
Full page	8" x 10"
2/3 page	4.875" x 10"
1/2 page horizontal	7.625" x 4.875"
1/2 page vertical	4.875" x 7.5"
1/3 page square	4.875" x 4.875"
1/3 page vertical	2.5" x 10"
1/6 page horizontal	4.875" x 2.5"
1/6 page vertical	2.5" x 4.875"
1/4 vertical*	3.75" x 4.875"
1/8 *	3.75" x 2.375"

*Bridal Guide & Marketplace only



COLOR

All colors appearing in your ad must be built from process colors CMYK. All spot color should be converted to process CMYK. Screened tone values which exceed 85% will print as a solid. Any dot under 5% may drop to white. We cannot guarantee legibility of four color text below 10 pts. or white reverse text below 6 pts. Advertisements are accepted with the understanding that Innovative Designs and Publishing will make reasonable efforts to match color specifications. However, it does not guarantee color reproduction to be exact and will not rebate or adjust except where reproduction clearly diminishes its utility or effectiveness. Color is not an exact science and can appear differently in other publications due to difference in printers, in-line issues and paper stock. To ensure color accuracy, you may either include a CERTIFIED color proof or order one for \$75. We will not be responsible for color matching, unless a CERTIFIED color proof is included. We accept the

IMAGES & ILLUSTRATIONS

All images must be CMYK or Grayscale. It is not recommended to include ICC profiles or embed any other color profiles. Images should have a resolution of at least 300 dpi at 100% of actual print size. Illustrations placed in layout files should be process CMYK, with any spot color being converted to process CMYK. Illustrations must also have all text converted to outlines.

HOW TO SEND YOUR MATERIALS

We will accept the following media: CD, DVD, 100 & 250mb Zip Disk. Include two lasers printed at 100% size to ensure file accuracy. If it is not possible to print lasers at 100%, please indicate percentage used when printing. Also include a list of the media's contents.

Ask your Account Executive for the correct address if you wish to email your materials. When emailing working files, first Package (InDesign) or Collect for Output (Quark XPress), and then packaged with DropStuff or WinZip. Non-working files can be sent without packaging. Please note in the email the file or files being sent to ensure that all files have been successfully received.

Media will not be returned after the issue is published. If you would like materials returned, please include a self-addressed stamped envelope with proper postage.

SENDING FILES THROUGH FTP

Please go to your magazines web site, i.e. lehighvalleystyle.com, susquehannastyle.com, or berkscountyliving.com, and scroll to the bottom of the home page for instructions, and click on the link that says "click here to drop off a file for the art department." Please call us if you

If you have further questions or concerns, please call the production department at 610-923-8000, ext. 8117.



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