



Digest-Sized ADVERTISING SPECS

Single Page

Trim Size 5.25" w x 7.75" h

Bleed Size 5.50" w x 8.0" h

Safety Size 5.0" w x 7.50" h

* Please offset all crop and printer marks by .125"

Digital File Specs

- Follow SWOP standards for all ad material
- Total density should not exceed SWOP, which is 300%
- Files should comply with SWOP standards between 200-400 dpi. Line Work at 2400 dpi
- Images for 4/C ads must be submitted as final high resolution CMYK files. No RGB or spot colors
- PDF X1-A file format
- Please note- file should be printed to a postscript and then distill postscript file using Acrobat Distiller
- DO NOT just export a PDF from original file (i.e.: Quark, InDesign, Illustrator, etc)
- Spec sheets available on request
- Ads created in Microsoft Word, Publisher, PowerPoint or any other word processing program WILL NOT be accepted

Proof Specs

- We recommend contract proofs that conform to SWOP standards
- Non-half-tone proofs such as Iris and Digital Waterproof are also acceptable (when calibrated to SWOP standards)
- A label sheet specifying the type of proofing device should accompany each proof, along with the name and phone number of a contact person
- The proof should include a color bar generated from digital data
- The proof should be generated from the same file supplied

Acceptable Media

- CD-ROM
- DVD-R

Send Materials to:

RDA- Milwaukee

Lynn Burnside

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