

Countdown Magazine

ADVERTISING MECHANICAL REQUIREMENTS

Full Page Ad:

Trim Size: 7-7/8" x 10-1/2" **Bleed:** 8-1/8" x 10-3/4" **Live (bleed safety):** 7-3/8" x 10"

Spread Ad:

Trim Size: 15 3/4" x 10 1/2" **Bleed:** 16" x 10 3/4" **Live (bleed safety):** 15 1/4" x 10"

Half Page Ad:

Trim Size: 7-7/8" x 5-1/8" **Bleed:** 8-1/8" x 5-3/8" **Live (bleed safety):** 7-1/4" x 4-5/8"

Material Requirements: Digital Materials (see next page for digital specs)

300% Maximum SWOP Density

Proof Requirements:

- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.
- Meredith will produce a SWOP certified proof from the uploaded PDF/x-1a file to be used as color guidance on press

Retention of Materials: Material for all processes held one year then destroyed, unless otherwise notified.

NOTE: For ads that require type changes such as key-codes, addresses, phone numbers, etc., a complete new file and corresponding color contract proof is required to show these changes.

Live Matter Requirements:

All Bleed Ads: Keep live matter a minimum of 3/8" inside the bleed edges at top, bottom, and both sides.

Spread Ads: Keep live matter 1/4" from each side of center or 1/2" across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letters is critical.

Send Materials to:

Meredith Corporation

Attn: Ali Felsenthal

1716 Locust St. – LN122

Des Moines IA 50309

515-284-2503

Email – Ali.Felsenthal@meredith.com

To post files go to:

<https://meredith.sendmyad.com>

- **Select Publication**
- **Add advertiser and ad information**
- **Choose issue from dropdown**

For Production Questions & Extensions contact:

Kristi Flatt

Phone - 515-284-2108

Email – Kristi.flatt@meredith.com



File Requirements for PRINT

File Formats:

- Preferred format: PDF/X-1A
- Acceptable format: PDF

For instructions on how to create a PDF go to –
<http://www.meredith.com/ad-specs>

File Resolution Requirements:

- Vector (PDF/X-1A, PDF)
- 300 dpi for images/2400 dpi for Line Work

Retention of Materials:

Materials for all processes will be held for one year then destroyed, unless otherwise notified.

File Submission Site:

Submit FILES via **Meredith Ad Express**

To Join go to: <https://meredith.sendmyad.com>

- Firefox browser is recommended.
 - When establishing an account please observe the Minimum Requirements to avoid processing errors.
1. Create an account, if not already established.
 2. Choose: "Send My Ad"
 3. Choose the publication: i.e. Family Circle Magazine
 4. Choose the issue: e.g. October or Fall

File specifications/General Guidelines:

- Do not apply style attributes to basic fonts.
- Free fonts and/or system fonts should not be used, or at a minimum, be outlined.
- Include and/or embed all fonts, images/scans, logos and artwork.
- Do not nest PDF files in other PDF files.
- Do not nest EPS files in other EPS files.
- Use of illegal characters in file names will not be accepted. (Example: &, /, -, ~, %, (,) #, ', \$ etc or anything after the extension).
- Limit File Name to 24 characters INCLUDING the extension.
- On 4/C ads, Pantone colors, other spot colors, and non-CMYK elements must be converted to CMYK.
- Four color solids should not exceed SWOP density of 300%.
- To create a rich black use 100% K and 60% C.
- Color type, reverse type and/or line art should not be less than .007 at the thinnest part of the character. Single color type should be no less than .004 at the thinnest part of the character.
- To avoid low-res (soft type) or 4/c black type, type should be built in Quark, Indesign or Illustrator and not within Photoshop.
- Reverse type should use a dominant color (usually 70% or more) for the shape of the letters. Where practical and not detrimental to the appearance of the job, make the type in the subordinate colors slightly larger to minimize register problems on the production press.
- All supplied materials intended for use in Meredith publications must be properly trapped.

Rotogravure Titles:

Better Homes & Gardens, Family Circle, Parents & Martha Stewart Living magazines will require a 5% minimum dot to print the highlight areas & square-up on edges. Fade off dot is 3%.

Live Matter Requirements:

- Set the offset setting to .167 when creating PDF/X-1A files so the standard trim, bleed and center marks are included but not in the "live" image area or "bleed" area.
- Single page ads should be built to 100% trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter in a minimum of 1/4" inside trim dimensions.
- Partial page ads should be built to 100% of their actual trim size with the marks & bleeds option turned on. If ad bleeds, extend bleed a minimum of 1/8" beyond trim. Keep live matter a minimum of 1/4" inside trim dimensions.
- All non-bleeds ads should be built to 100% of the non-bleed specs.
- All Bleed Ads – Keep live matter a minimum of 3/8" inside the bleed dimensions on all four sides.
- Spread Ads: Keep live matter 1/4" away from either side of center or 1/2" total across the gutter. For spread ads with a headline crossing over the gutter, contact production department if the visual spacing between words or letter is critical.

NOTE:

New files are required for ads that need type changes such as key-codes, addresses, phone numbers, etc.

Proof Requirements:

- Meredith will no longer accept color proofs.
- Any proofs sent will be used for content only.
- Meredith will produce a SWOP certified proof from the uploaded PDF/x-1a file to be used as color guidance on press.

Files must be prepared to Meredith's published specs, in accordance with SWOP 2013 specifications. If the above guidelines are not met, the color and quality of print reproduction may vary.