## [print specifications]

The preferred format for receipt of print advertising files is PDF.

Materials may be submitted to ads@musicalamerica.com.

PDF files are preferred and accepted only if press quality with fonts embedded. NO JPGS accepted.

Please include contact information and advertiser name.

## [software]

The following software programs are supported:

- QuarkXpress (7 or lower)
- Adobe InDesign (CS6 or lower)
- Adobe Photoshop (CS6 or lower)
- Adobe Illustrator (CS6 or lower)

Any other applications are unacceptable.

## [fonts]

- **FONTS MUST BE EMBEDDED.**
- Supply all printer and screen fonts, including fonts embedded in art files.
- Pseudo-type commands should not be used.
  (i.e., if italics are desired, then the italic version of the font should be used, not the italic style)

#### [how to embed fonts in PhotoShop]

- Make sure the color mode is Grayscale.
- Select Don't Merge"when changing the color mode. Leave the layers as is.
- Make sure there is no faux bold, ital, cap, etc. (Don't click on any of the little boxes that change the text characteristics. Must use the actual font.

- Go to File/Save As Photoshop PDF. Uncheck box on "Embed color profile..."; click Save.
- Pull down menu on top, select "Press Quality." You can leave checked boxes as is.
- On left, "Output"; under "Color" change "Color Conversion" to "No Conversion" and make sure that "Profile" "Don't Include Profile" is selected.
- Save PDF.

## [scans]

- Scanned images must be saved as TIFF or EPS.
- Line art should be scanned at 600 dpi and saved as TIFF. Be sure not to scan line art as halftone. (In Photoshop, use the "Bitmap" mode)
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 90; mid-tones 40-50%; any dot under 5% will drop to white.
- 4/C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), with an ink limit of 280%. The high-res image should be imported directly into the document.
- Do not enlarge images over 110%.

## **Advertising Deadlines:**

Space reservations: 1 October

Materials: 8 October

# [ad sizes]

| Non Bleed        | Width x Height   | Width x Height   |
|------------------|------------------|------------------|
| Full Page        | 7" x 10"         | 17.78 x 25.40 cm |
| 2/3 page         | 4 9/16" x 10"    | 11.59 x 25.40 cm |
| 1/2 island       | 4 9/16" x 7 3/8" | 11.59 x 18.73 cm |
| 1/2 horizontal   | 7" x 4 7/8"      | 17.78 x 12.38 cm |
| 1/3 vertical     | 2 1/8" x 10"     | 5.40 x 25.40 cm  |
| 1/3 horizontal   | 4 9/16" x 4 7/8" | 11.59 x 12.38 cm |
| 1/4 page         | 4 9/16" x 3 1/2" | 11.59 x 8.89 cm  |
| 1/6 vertical     | 2 1/8" x 4 7/8"  | 5.40 x 12.38 cm  |
| 1/6 horizontal   | 4 9/16" x 2 3/8" | 11.59 x 6.03 cm  |
| 1/8 page         | 3 1/2" x 2 1/2"  | 8.89 x 6.35 cm   |
| 2 inch, 1 column | 2 1/8" x 2"      | 5.40 x 5.08 cm   |
| 1 inch, 1 column | 2 1/8" x 1"      | 5.40 x 2.54 cm   |

| Bleed                        | Width x Height   | Width x Height   |
|------------------------------|------------------|------------------|
| Full page (live area)        | 7 3/8" x 10 1/8" | 18.73 x 25.72 cm |
| Trim size                    | 8 1/8" x 10 7/8" | 20.64 x 27.62 cm |
| 2/3 page (live area)         | 4 7/8" x 10 1/8" | 12.38 x 25.72 cm |
| Trim size; bleeds right only | 5 1/4" x 10 7/8" | 13.34 x 27.62 cm |
| 1/3 page V. (live area)      | 2 3/8" x 10 1/8" | 6.03 x 25.72 cm  |
| Trim size; bleeds right only | 2 3/4" x 10 7/8" | 6.99 x 27.62 cm  |
| 1/2 page H. (live area)      | 7 3/8" x 5 1/8"  | 18.73 x 13.02 cm |
| Trim size                    | 8 1/8" x 5 1/2"  | 20.64 x 13.97 cm |

NOTE: Text must not exceed live area; ADD 1/4" bleed on all sides.