

KALMBACH PUBLISHING CO.

Digital Advertising Specifications

General Information

Effective Thru 12/31/09

Kalmbach Publishing uses direct-to-plate technology rather than traditional film processing. For this reason, we require that ads be submitted in specific digital file formats. To help ensure that your ad appears as you'd like it, please follow these guidelines.

Applications

Kalmbach Publishing's advertising department is mainly Macintosh based. Although many applications are available for design, we have found that certain applications give consistent, dependable results. Final ad files should be supplied as (in order of preference):

- High-resolution PDF (PDF/X-1a compliant)
- InDesign CS2 (or lower)
- Photoshop CS2 (or lower)
- Illustrator CS2 (or lower)
- QuarkXPress 6.0 (or lower)
- **Conditional output** can also be generated from: Pagemaker, Freehand, CorelDraw, Microsoft Publisher 2003, Microsoft Word, and PowerPoint 2003. Call for more detailed instructions.

Files from other programs are acceptable if output as a high-resolution PDF (PDF/X-1a compliant) or saved in EPS or TIFF formats. However, we will be unable to make changes or corrections to these files. All files must be built at 300 dpi or higher.

Multiple ads may be submitted at the same time. However, multiple ads submitted within a single layout or image file will be separated into individual ads*. Any elements (e.g. notes, comments and pasteboard materials) outside of the active ad area will be removed*.

We can not accept TIFF/IT-P1 files.

Images

All hi-resolution images must be included with the digital advertisement.

Minimum recommended resolution for all images is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi.

All image files should be in EPS or TIFF format. **We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in lower image quality.**

Tip: Avoid artwork taken from the Internet, it is typically 72-96 dpi and is unsuitable for print.

Color

All 4-color ads must be in CMYK format and should not exceed 300% ink coverage. Any RGB and/or Pantone colors will be converted*. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted*.

Fonts

All font files (screen fonts and printer fonts) must be included/ embedded with the digital advertisement. All ads should be built with Macintosh PostScript and/or OpenType fonts. Any other fonts (e.g. PC fonts, True Type) will either be substituted with best matching Macintosh Postscript and/or OpenType fonts at our discretion. NOTE: Since we are Macintosh based, we cannot use PC fonts. Converting your text to outlines or paths will help avoid any potential font problems.

Media

We accept digital files using these methods:

- Ad Submission Website: www.adsubmission.kalmbach.com
- E-mail (under 4MB)
- DVD or CDROM PC/MAC
- Zip 100MB Disk

Files submitted via e-mail or Ad Submission Website should be compressed (e.g. Stuffit, WinZip, PKZip).

Send materials to:

Attn: Magazine Title Advertising, Kalmbach Publishing Co., 21027 Crossroads Circle, Waukesha WI 53187-1612 or e-mail materials to your Ad Sales or Service Representative.

Tip: Be sure to include magazine name, issue, and advertiser name with all correspondence, packages, and e-mail.

Hardcopy Printout

A hardcopy printout is required for all digital ads. A black and white laser proof or faxed copy will be sufficient to proof ad content only.

Color proofs are not required. For accurate color, please send SWOP certified Iris proofs or Kodak Approvals; color laser and inkjet prints will be used for general color reference only.

We are not responsible for mistakes in production of an ad if a legible hardcopy printout is not supplied.

*Additional Charges

There will be no charge for digital ads meeting all specifications. Any advertiser-submitted file that is not output ready or does not meet our specifications could incur an additional prep charge of \$45 per hour, billable in quarter-hour increments.

For specific directions or additional questions, please call our Digital Ad Specialist at (888) 558-1544 ext. 677

KALMBACH PUBLISHING CO. **Advertiser Digital Ad Submission Form**

Please complete all areas • Fill out a separate form for each ad

Include this form with your ad materials, or fax to (262) 796-0126.

Mailing Address: 21027 Crossroads Circle • P.O. Box 1612 • Waukesha, WI 53187-1612

Contact your Sales or Service Representative for specific E-Mail Address

(include magazine, issue, and advertiser name on e-mail)

Company name: _____	Contact phone: _____
Ad Artist / Designer: _____	Contact e-mail: _____
Name of file(s): _____	Magazine & Issue: _____

Check all boxes that apply.

COMPUTER SYSTEM

- Macintosh Windows - PC

APPLICATIONS

Which program did you use to build your ad?

- InDesign version _____
- Illustrator version _____
- Photoshop version _____
- QuarkXpress version _____
- Hi-Res PDF (PDF/X-1a Compliant)
- Hi-Res TIFF or EPS supplied

**If ad is created in a program not listed, saving it as a PDF, TIFF, or EPS file of at least 300 d.p.i. is recommended. (For quality reasons, please no JPEGs or GIFs)*

MEDIA

- Ad Submission Website Email
- Zip disk DVD/CD-Rom

FONTS

- Included Embedded Outlined

Please list all fonts used in ad:

COLOR & DESIGN

Is your ad: color black/white

**Please be sure to include all hi-res images.*

HARDCOPY PRINTOUT

Hard copy printouts are mandatory to ensure the integrity of final output. If you e-mail your file, a hard copy must be faxed or mailed.

Is proof 100% of actual size?

Type of proof:

- laser Inkjet
- Iris Kodak Approval
- Other _____

**Color cannot be matched to a proof that is not SWOP Certified.*

FILE MANIPULATION

If your files will not run, do you wish Kalmbach Publishing Co. to open them and correct any problems encountered in order to obtain the requested output?

- YES, make necessary adjustments
- NO, please call our contact person listed above

For specific directions or additional questions, please call our Digital Ad Specialist at (888) 558-1544 ext. 677

GENERAL INFORMATION & TERMS: Kalmbach Publishing Co. cannot be held responsible for the content and/or output from customer supplied media if a hard copy of the file is not provided. Any file manipulation required in order to make files run (output) properly will be charged at the regular typesetting hourly rate including the minimum typesetting charge currently in effect **in addition to applicable output charges.** Be sure that you have checked the boxes under **“File Manipulation.”** While every effort is made to handle your media with the utmost care, Kalmbach assumes no responsibility for the corruption of files and/or media itself. **Be sure that you have made backup copies of ALL files submitted.**

ACKNOWLEDGEMENT: I have read the Digital Advertising Specifications. I understand that color accuracy cannot be guaranteed without a SWOP Calibrated quality color proof.

Signed: _____

Date: _____