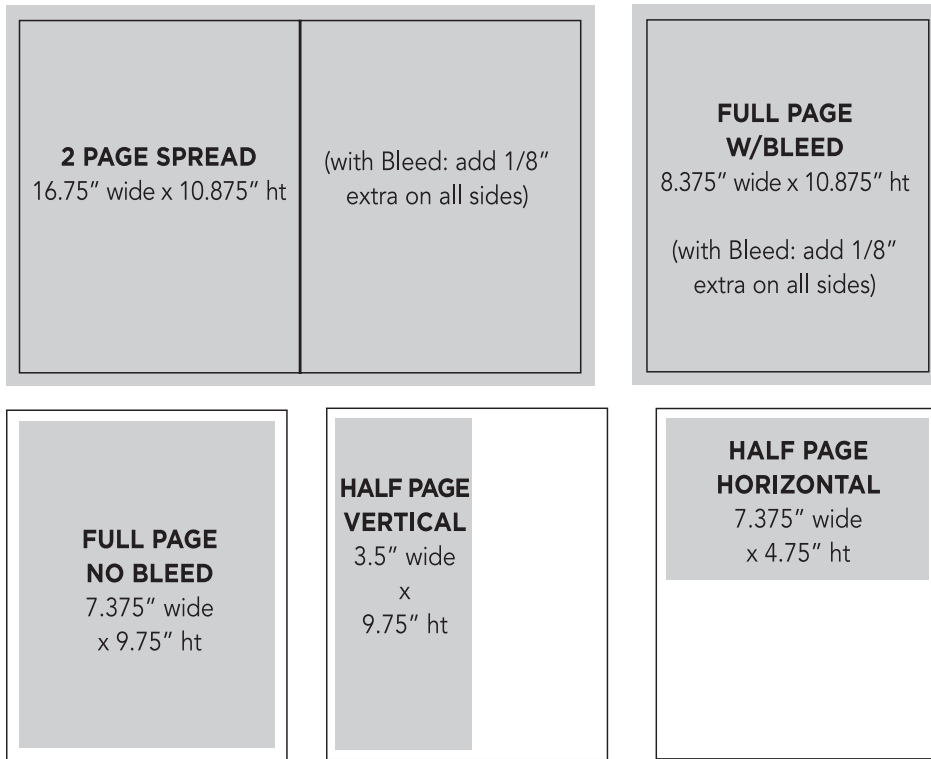


# IBB AT HOME AD PRODUCTION SPECIFICATIONS

## MAGAZINE TRIM SIZE 8.375 x 10.875



- PDF X-1a or PDF Press-Ready only. ([www.adobe.com](http://www.adobe.com) for more information)
- All images must be at least 300dpi or vector and converted to CMYK.
- Spot colors are not available. Convert all PMS colors to four-process SWOP. PMS colors will be printed in standard four-color process at the risk of the advertiser.
- We do not accept native desktop publishing files (Quark Xpress, PageMaker, InDesign, Microsoft Publisher).
- Advertiser is fully responsible for providing accurate advertising materials based on above specifications.
- Artwork must be final. IBB Design is not responsible for mistakes in approved press ready files submitted by advertiser.

**SPECIFICATION CHECKLIST:** The most common file pitfalls can be avoided by adhering to the specifications outlined below. Even if you are familiar with the various pitfalls, please take a moment to review this checklist prior to sending in your ad materials.

- \_\_\_ All high-res images & fonts must be embedded/linked when the PDF is generated.
- \_\_\_ IMAGES MUST BE CMYK OR GRAYSCALE ONLY AND AT LEAST 300 DPI.
- \_\_\_ DO NOT nest EPS files into other EPS files. Do not embed ICC profiles within images.
- \_\_\_ Total area density should not exceed SWOP 300% Total Area Coverage.
- \_\_\_ All image trapping must be included in the file.
- \_\_\_ Right Reading, Portrait Mode, 100% Size, No Rotations.
- \_\_\_ Crop Marks Only. 1/2" outside trim.
- \_\_\_ No marks included in the "Live" image area

### LIVE MATTER SAFETY:

Keep important illustrations, logos and text at least 1/2" from edges and gutter.



### TIPS:

4/C Black. DO NOT set at 100C, 100M, 100Y, 100K. We recommend 40 to 60C, 100K for Rich Black. When in doubt, use a standard 1/C, 100% Black.

### TRAPPING:

All text placed over dark backgrounds must be set to "Knockout". Advertisers are responsible for setting all trapping values in their files.

### FONTS:

Color and reverse type smaller than 10 point cannot be guaranteed perfect registration and is not recommended.

### ADDITIONAL CHARGE:

Advertisers will be charged for any work required to update advertiser-provided files to meet our requirements. Any corrections are billed back to advertiser at publisher's cost.

**For additional information about our requirements, please contact: Angie Tassan, [angie@ibbdesign.com](mailto:angie@ibbdesign.com), or call 214-618-6681.**

### SEND AD FILES TO:

[marketing@ibbdesign.com](mailto:marketing@ibbdesign.com)