

PLEASE READ AND UNDERSTAND AD SPECS TO ENSURE ACCURATE REPRODUCTION OF YOUR AD.

All ads must be submitted according to following requirements:

1. Physical Delivery: On disk: CD formatted for MAC.
2. Electronic delivery via FTP site (contact Ad Traffic Manager for specific FTP instructions).

DIGITAL FILE REQUIREMENTS

PDF FILES:

Please note that SBC Media adheres to the industry standard of PDF/X-1a. If the ad is intended to bleed, registration marks must be applied with an offset of 30pt. In PDF files there must be a minimum of 1/8" (.125") bleed beyond the trim.

Ad material supplied as an application file is subject to an output charge of \$125.00 per page. Accepted formats are as follows:

APPLICATION FILES: MAC FORMAT ONLY

- Quark 4.0 or higher files preferred. Send ALL support images used and all screen AND printer fonts with file (use of Preflight Pro is recommended).
- Quark EPS; send all screen AND printer fonts with file.
- Illustrator EPS; version 5.5 or higher, images imbedded, fonts converted to outlines preferably. Avoid imbedding large raster files into illustrator. Properly constructed files should never be larger than 100 megs (even for a two page spread).
- Photoshop files; version 3.0 or higher, CMYK colour table, minimum 266 resolution, clipping path tolerance level of 3, all layers flattened unless instructed otherwise.
- InDesign CS2 files.
- No Freehand files.

All supporting files and fonts must be included when sending files. Images must be 300 dpi and in CMYK mode. Acceptable files are either TIFF or EPS built in Quark, InDesign, Illustrator or Photoshop.

AD SIZES	TRIM	BLEED
Double Page Spread	16.25" x 10.875"	16.5" x 11.125"
Full Page	8.125" x 10.875"	8.375" x 11.125"
2/3 Page	4.625" x 9.75"	
1/2 Page Horizontal	7" x 4.8125"	
1/2 Page Vertical	3.4375" x 9.75"	
1/3 Page Vertical	2.25" x 9.75"	
1/3 Page Square	4.625" x 4.8125"	
1/4 Page Vertical	3.4375" x 4.8125"	
1/6 Page	2.25" x 4.8125"	
1/12 Page Vertical	2.25" x 2.25"	

FONT REQUIREMENTS

- Must include all SCREEN and PRINTER fonts
- We DO NOT assume responsibility of minor text reflow due to supplied uncopyrighted/unauthorized font usage.
- Files may require additional processing due to out of date or application specific stylized fonts, acquired through different manufacturers.
- SBC Media reserves the right to substitute similar fonts in the event that a font is not supplied with your ad, or if the font is not usable because the files are corrupt or incompatible.

SBC Media is not responsible for reproduction of any ads or graphics submitted using programs or formats not listed in the MAC FORMAT guidelines.

SUBMISSION REQUIREMENTS & EXTRA CHARGES

All submitted materials must be "print ready". This means that the ad should be supplied according to SBC Media specifications, as outlined above, and require minimal manipulation on the part of SBC Media.

AD PROOFS: Matchprint proofs of the final ad MUST accompany the job to ensure output and print accuracy (photos, fonts, cropping, placement etc). SBC Media is not responsible for reproduction of ads that do not include a hard copy matchprint proof. If you require a press ready proof, SBC can provide one at a charge of \$125 per page. Acceptable matchprint proofs include Fuji, Kodak Approval, and Creole.

LATE FEES: It is the advertiser's responsibility to have all materials in by the stated deadline. A charge of \$125 per page will be assessed for any ad material received 7 days after published ad materials due date. Should the materials not be received within this timeframe, SBC Media reserves the right to use the last published ad.

Ad material received by SBC Media that requires any minor production work above and beyond outputting the ad will be assessed the following charges:

RE-SIZING ADS: \$200

AD TEXT OR IMAGES CHANGES: \$125 minimum charge

All ads will be output as supplied. SBC Media will not be responsible for errors in ads supplied digitally. If requested, SBC Media will make corrections and assess charges as outlined above.

All supplied discs are property of SBC Media unless postage is prepaid/prearranged.