



Production Specifications

• File Preparation:

Supported Applications:

Adobe Acrobat PDF - Use the PDF/X-1a:2001 option. All fonts embedded, transparencies flattened, and spot colors converted to CMYK process. **Full page** PDFs should be created with at least 1/8 inch bleed up to 1/4 inch maximum if bleed is used (**bleed is for full-page ads only**), crop marks "checked" and Offset set to 1/8 inch (0.125"),

InDesign CS5 - We prefer **X-1a pdf**, but if you must send an InDesign file please include all native files and create outlines on all type.

Illustrator CS5 - EPS or PDF format (all fonts converted to PATHS). Document Color Mode should be CMYK. Colors should be process, not spot. **NO SPOT COLORS** (check imported logos). Any raster images should be 300 dpi and converted to CMYK (via Photoshop) prior to placing in Illustrator.

PhotoShop CS5 - CMYK or Grayscale, as .Tiff format, at 300 dpi. When converting RGB to CMYK, you can use the Photoshop settings for North America Prepress 2. If you want greater color accuracy when producing CMYK separations, we can supply a Photoshop Color Settings file which uses the GRACoL 2006 CMYK profile used by our contract color proofers. Please contact us if you are interested.

Unsupported Applications and Media

PC-based files/fonts, PageMaker, Publisher, Freehand (Unless converted to Mac .eps), negatives, QUARKXPRESS — If using Quark, save file as a press-ready or X-1a pdf, use only 300 dpi, CMYK images. No spot colors

Ad Production Rates: \$75 per hour

Corrections to Final Art: Any corrections to final art will be subject to production charges.

• Sending Files:

Files under 40 MB: Email to: production@OutdoorsNW.com
*Include client name and Insertion Month in email subject line

Files larger than 40 MB:

- Burn on CD and mail to: 10002 Aurora Ave. N. #36, Box 3311, Seattle, WA 98133

• Or send electronically via the Web

We will accept Hyperlinks sent via Email for Dropbox or other Web image transfer sites (ie: WeTransfer.com, YouSendIt) that don't require *OutdoorsNW* to create an account. Remember to send username and/or password info along with the link in your Email.

• Press Production Specifications:

Maximum Ink Density	240
Recommended Screens	100-line black and white, 100-line process color
40# Glossy Heatset	300 DPI 300 Total Ink Limit 80-90 Max Black 80 Medium Black Generation 20% Dot Gain

• Final Checklist:

BEFORE ANY FILES ARE SENT, PLEASE ENSURE THAT:

- ___ Ad is sized correctly (check **width & height**) and there is bleed where needed (**for full page ads only**) (1/8" – 1/4")
- ___ All Images and native files are CMYK (**there should be no RGB or spot color whatsoever and no 4-color black type**)
- ___ All images are at least 300 dpi resolution
- ___ All linked images are embedded
- ___ All text is converted to paths. Black type should be process black, not 4-color black
- ___ If native files are used, all fonts are turned to paths (outlines) and linked images are included
- ___ **File name:** Be sure **your** company name is part of the file name

A note about QR codes:

Be aware that size will matter when using QR codes in your print ad designs. We recommend a minimum of 3/4 inch square. There are several free QR code generators available online. Search term: QR code generator.



• Display Advertising Sizes

Size	Width	Height
Full Page	see Magazine Spec's below	
2/3 V	5.0"	9.625"
1/2 H	7.5"	4.75"
1/2 V	3.625"	9.625"
1/4 H	7.5"	2.375"
1/4 Sq.	3.625"	4.75"
1/8 H	3.625"	2.25"
1/8 V	1.75"	4.75"
1/16	1.75"	2.25"

Magazine Specifications

Live Size	7.5"	9.625"
Trim Size	8.25"	10.625"
Bleed Size*	8.75"	11.125"
Live Spread	15.5"	9.625"
Trim Spread	16.5"	10.625"
Bleed Spread*	17"	11.125"

*Bleed is for full page ads only

