

Deliver it right with

ads4reed

What is it? — **Ads4reed** is a convenient digital advertising delivery portal offered exclusively to Reed Business Information advertisers.

It's fast... and FREE! — **Ads4reed** saves you the time and expense of shipping your file(s) for publication. Plus, once your PDF is verified to be compliant, you have the peace of mind that the resulting file will print consistently, no matter where you send it.

How does it work? — Our clients may go to the **ads4reed** web site, choose the appropriate magazine and issue date, and then upload their ad file to the web site. The ad is then pre-flighted to verify that it is **PDFX1/A compliant**.

If it is not compliant, the submitting client receives an alert notifying them that the ad has failed. They also receive a file log which explains in detail *why* the ad has failed; they may then open their native file and correct the problems before re-submitting a new PDF.

If the PDF file is found to be 100% compliant, the client, as well as the magazine's production manager, receives an e-mail stating that the ad has been successfully uploaded. They also receive a *low-res* PDF proof of the file for their immediate viewing.

Then what? — If a client wants a FREE copy of their high-res file, they may log back onto the site and download their approved, print-ready PDF. Magazine production managers simply log onto the site, go to their issue and download all the print-ready PDFs.

PDF... it couldn't be easier — Once a client identifies the magazine and issue, they must indicate size and color parameters. Helpful guidelines for making a PDF are also available for a variety of native software programs... just choose your program and follow the instructions!

Please note that only PDF files may be submitted to the site. All other native file formats (including all fonts and placed high-res images) must be sent to and processed by our pre-flight staff. Contact the appropriate magazine production manager for additional information on submission of non-PDF files.

About color — Reed Business Information will run to SWOP standards unless a color press guide is provided. If you wish to provide a color press guide, contact the magazine production manager for shipping address details.

log on...

choose the magazine

state color, size, issue date and file name...

now upload and wait for your e-mail alert

www.ads4reed.com

Make It PDF /X1-a

Our Preferred File Format

WHY MAKE IT A PDF?

Reed Business Information produces its many magazines using a “PDF Workflow”. Before the magazine is printed, all incoming digital files are preflighted and converted to one common file format - the PDF.

THE PDF ADVANTAGES

Pdf files are compact in size and are easy to print and transmit via the Internet. When we receive a correct pdf file, minimal intervention is needed prior to the final press run. The ad will print exactly as designed!

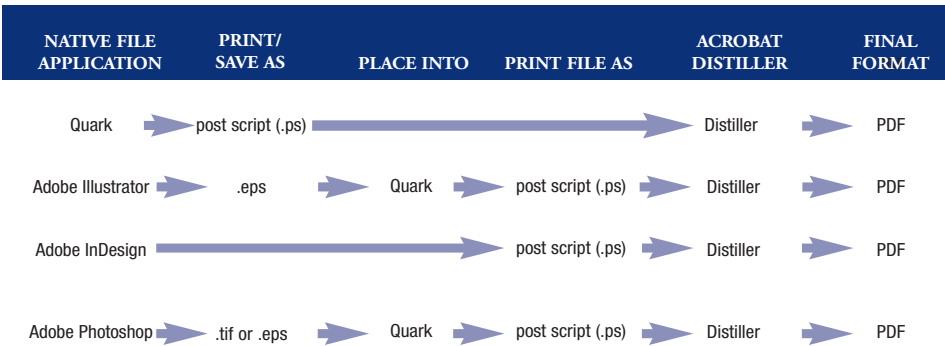
WHAT YOU SHOULD KNOW

It is critical that strict specification guidelines are followed when creating your pdf. File errors occur when ads are not created to size, use non-Adobe non embedded fonts, contain non-cmyk color (RGB, index or Lab colored images). Files should not contain any ICC profiles. PDFs should not be ripped or trapped. Everytime a specification is violated, the file requires additional intervention to make it compliant. This could result in an end-product that does not reflect the client’s desired output. Another key point to be aware of is that PDF files display on your monitor in RGB color and this could be misleading and should not be used as a way to check for color accuracy.

THE “HOW-TO” ON PDF

Making a PDF is easy. Follow the step-by-step Acrobat 4.0 distilling process found in our specifications. If your ad is color critical remember to send along a SWOP standard proof with your PDF file.

The chart below illustrates the best known way to create a print ready pdf if you are starting from Quark or any other native application. Postscript drivers and distiller settings available upon request.



ICONS AND EXTENSIONS OF PREFERRED PROGRAMS



PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.



Quark is our preferred layout program for receiving native files. We accept up to Version 6, but will save back to 4.11 to process through our inhouse workflow. Always include all image and font files so that your ad will appear correctly.



Preferred format for image files is Photoshop tif or eps files, or Illustrator eps files.



Preferred font format is Adobe Type 1. Always outline any OpenType or dfonts, as they fail our workflow.



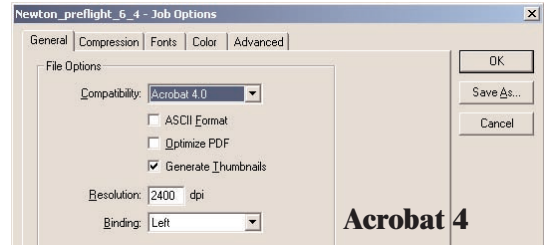
InDesign or Pagemaker files can be sent to us as eps or pdf files. If sending a pdf, please avoid OpenType font conflicts by either outlining the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

STILL HAVE QUESTIONS?

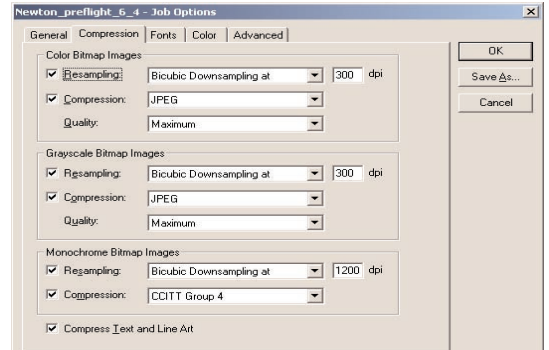
Your magazine production manager can answer most questions, or will refer you to one of our on-staff preflight specialists.

WARNING:

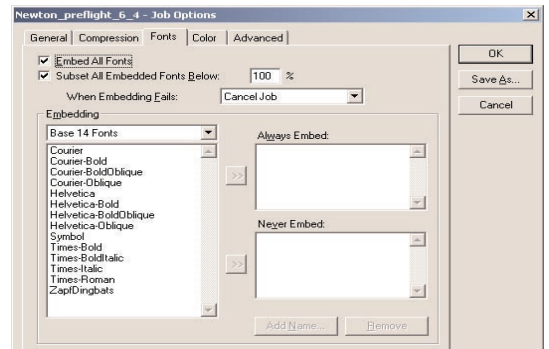
The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created via an “automatic” process, the pdf file will NOT be compliant.



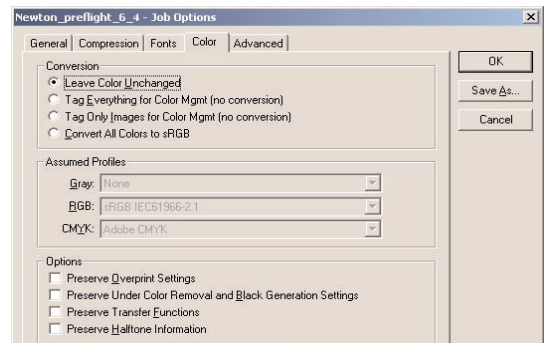
2400 dpi ensures the file is high resolution



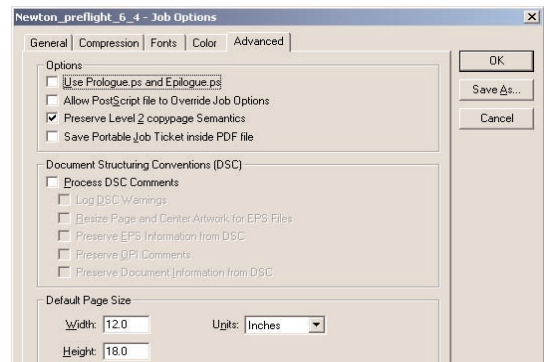
300 dpi compression settings are critical



All fonts must be embedded



Use CMYK color only, do not convert to RGB



We only accept high resolution PDF's. Please submit your ads to our advertising web portal www.ads4reed.com. Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems with your file, you will receive a pdf from our site to alert you of any issues with your ad. You may contact your production manager for further assistance or our Tech Support at 1-800-611-5878

Data Formats

PDF'S (upload your pdf to www.ads4reed.com)
PDF X1a files.

Go to www.ads4reed.com to our **Print Download** area to access our Printer Description Platform file for creating postscript files. You may also download our Distiller Setting file for creating a pdf files from your postscript. (If you have Adobe Acrobat Distiller). This will help you produce the smallest possible pdf which will be acceptable for printing.

► LAYOUT

Ad should be created at 100% of final print size. This should correspond to sizes published in the media kit or as instructed by a Reed representative.

- Crop marks for ads should be at trim size and should be 1/4" away from trim. Any bleed should extend 1/8" from trim.
- Do not use the predefined "hairline" width rule within drawing or page layout applications.
- Do not use smaller than 8 point bold type or type that is less than .01 inch at the thinnest part of a character or rule in areas that print in reverse.

In ads that have edge bleed (such as full page) keep important elements such as type a minimum of 3/8" away from the trim. This is to insure nothing is trimmed off that conveys information or is important to the integrity of the design.

► FONTS

We require you outline all fonts before making your final pdf file.

► COLOR

All images must be CMYK, unless file is a black and white then it will be grayscale.

Make sure graphic files used are supplied in the following manner:

► Resolution

Color Images 266ppi to 300ppi
Line Art 1200ppi to 2400ppi

- Please note that unless a Pantone spot color has been purchased all color specs in graphic and page layout files need to be set to CMYK (process separation). If a Pantone color is being used make sure to define the name as the recognized Pantone color name and to not set that color to be separated or specify it in CMYK.
- Maximum screen densities of tone not to exceed 260-280% in any printing area.
- Standard Spot Colors
Yellow – Bright Red – Blue – Green
Contact Advertising Sales Department to determine additional charges for selection of colors other than standard.

► HARDCOPY

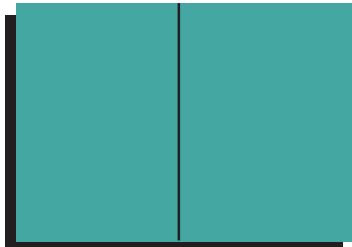
All Digital Files Must Be Accompanied With a SWOP Standard High Quality Contract Proof.

- (If a SWOP Standard High Quality Contract Proof is not provided, we can provide one for \$50 per print.)
Remember, the prepress operator and printers will use your hard copy as a final guide.
- Kodak Approval, IRIS, Epson, or any SWOP standard contract proof that is industry recognized. We cannot be held responsible to match close color from proofs such as ink jet or laser proofs.
- If an inkjet or laser proof is supplied, we can only try to match to a pleasing color. We cannot be held responsible for matching to exact color being these kind of proofs are not Quality Contract Industry Standard Proofs.

ADVERTISING SIZES

- ▶ All live material must be kept 3/8" from final trim size.
- ▶ On Full Page Bleed Trim, be sure to add an additional 1/8" for bleed, for all sides of your ad.
- ▶ Perfect alignment on spreads cannot be guaranteed.

2 Page Spread



7 7/8 x 10 1/2 7 7/8 x 10 1/2

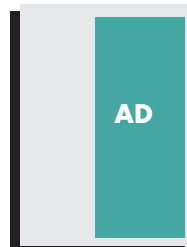
**Please build your 2 page spread
as 2 separate
7 7/8 x 10 1/2 size documents
(side by side)**

Full Page



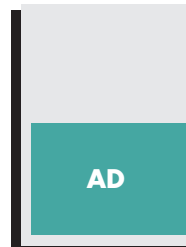
7 7/8" Width
10 1/2" Height

2/3 Vertical



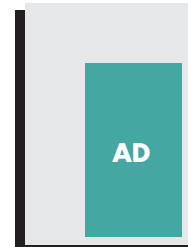
4 1/2" Width
10" Height

1/2 Horizontal



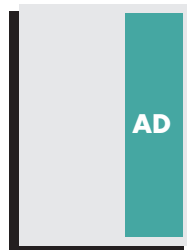
7" Width
4 7/8" Height

1/2 Island



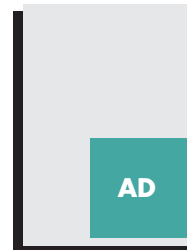
4 5/8 Width
7 3/8 Height

1/3 Vertical



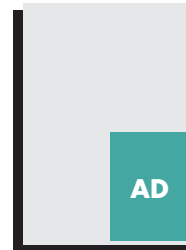
2 1/4 Width
10 Height

1/3 Square



4 5/8" Width
4 7/8" Height

1/4 Square



3 3/8" Width
4 7/8" Height

**Please send all digital materials to our Production Department:
Reed Business Information • (Att: Rich Lamb) 7025 Albert Pick Road • Suite 200 • Greensboro, NC 27409
Phone:(336) 605-1074 • Fax:(336) 605-1143 • email: rlamb@reedbusiness.com**