

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

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!

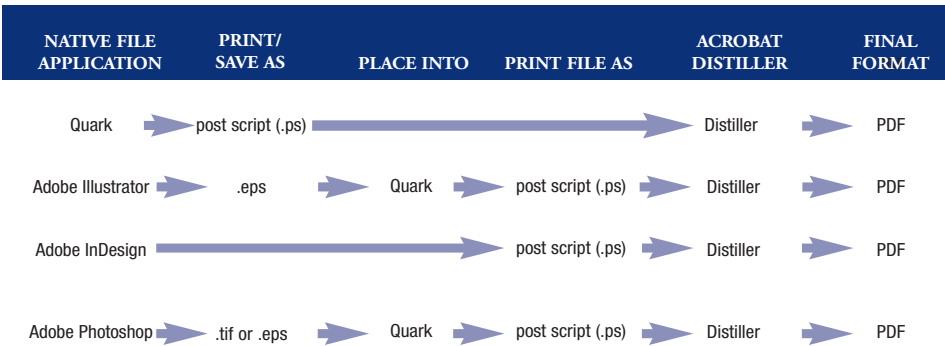
WHAT YOU SHOULD KNOW

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

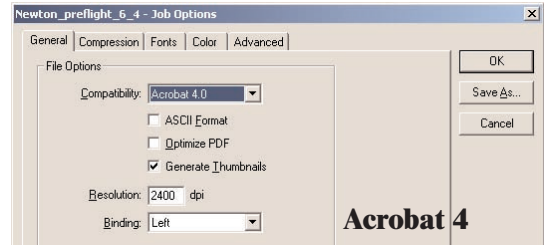
	PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.
	Quark is our preferred layout program for receiving native files. We accept up to Version 6, but will save 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?

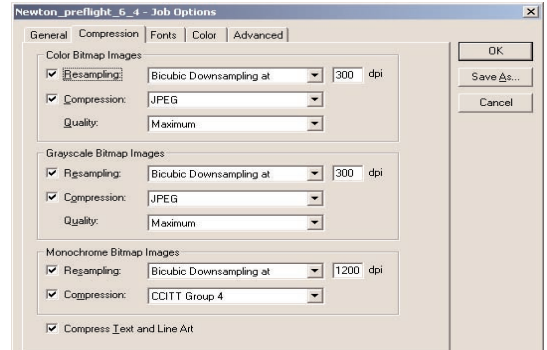
Your magazine production manager can answer most questions, or will refer you to one of our on-staff preflight specialists.

WARNING:

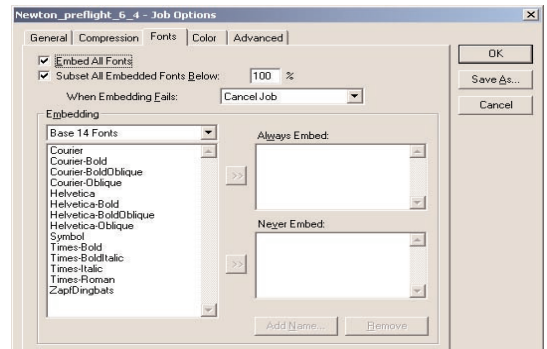
The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created via an “automatic” process, the pdf file will NOT be compliant.



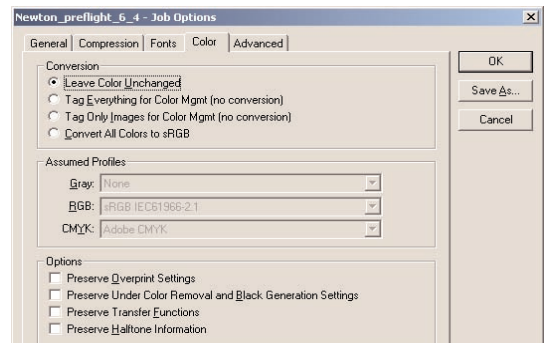
2400 dpi ensures the file is high resolution



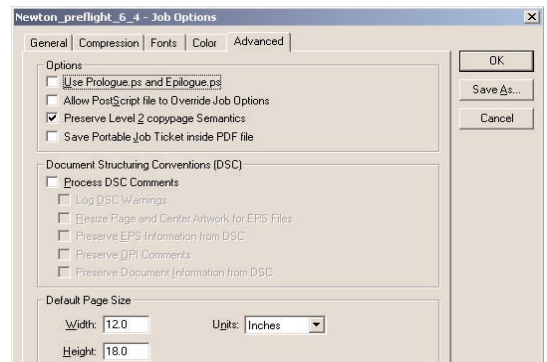
300 dpi compression settings are critical



All fonts must be embedded



Use CMYK color only, do not convert to RGB





Reed Business Information. **DIGITAL REQUIREMENTS**

Your files will pass through a preflight operation to confirm all elements are present and correct. If there are problems we will contact you and work to resolve them (with applicable charges). In order to minimize any problems please read and follow the guide line below. If preflight software or Quark Xpress is used on your end, utilize the "collect for output" feature and provide the report with your file and hard copy output.

Hardware/Software Specifications:

Platforms Supported

MS Windows Based
Macintosh

Media Supported

Zip disk – 100Mb, 250Mb

CD-ROM/R /RW

ADS4REED (WWW.ads4reed.com) for uploading pdf files

File Formats Supported:

Adobe Packages

Adobe Illustrator CS
Adobe Photoshop CS
Adobe InDesign CS

Composition Packages

Quark Xpress 4, 5, 6.5

Data Formats

EPS (Fonts must be embedded or sent)

TIFF

Bitmap

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

PRINTING PROCESS

- ▶ Heat-Set Web Offset

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.
- ▶ Never embed your images, include them as separate files.

FONTS

- ▶ We require the use of PostScript fonts. Preferred vendor is Adobe.
- ▶ Do not use multiple master fonts.
- ▶ Please supply all fonts used in the artwork design. This includes fonts used in EPS graphics. If this is not possible please change applicable text to outlines.
- ▶ **Include both screen and printer fonts in the font folder.**
- ▶ Do not use style options to customize a font; use the actual font itself.

COLOR

- ▶ **All images must be CMYK.**

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 Color Digital Print.

(If a SWOP print 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.

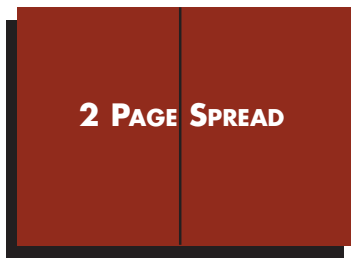
Kodak Approval, IRIS, Fuji Digital, Imation Digital, DuPont Digital Waterproof and Cromlin are industry recognized contact proofs. We cannot be held responsible to match close color from proofs such as ink jet or laser proofs.

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 as proofs are not industry standard.

Any copy dot production will be charged at \$75. Typesetting and file correction will be charged at commercial rates.

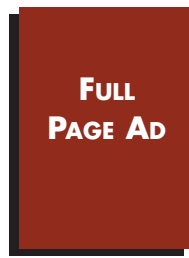
ADVERTISING SIZES

- ▶ 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.



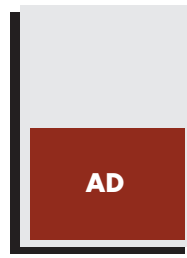
7 7/8" x 10 1/2" 7 7/8" x 10 1/2"

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



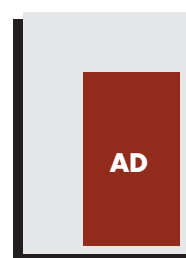
**FULL
PAGE AD**

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



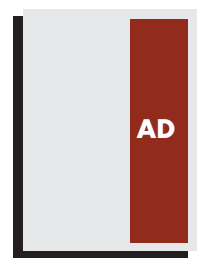
AD

7" Width
4 7/8" Height



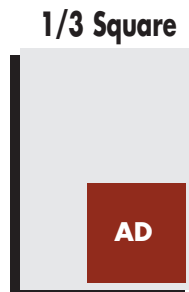
AD

4 5/8" Width
7 3/8" Height



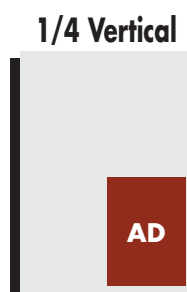
AD

2 1/4" Width
10" Height



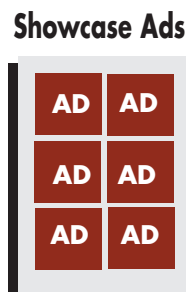
1/3 Square

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



1/4 Vertical

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



Showcase Ads

3 3/8" Width
3" Height

For each single ad

Showcase ads will
be set up as 6 ads
on a single page
the size for each
ad will be
3 3/8 x 3"

Please send all digital materials to our Production Department:
Reed Business Information • (Att: Tom Weber) 7025 Albert Pick Road • Suite 200 • Greensboro, NC 27409
Phone:(336) 605-1081 • Fax:(336) 605-1143 • email: tweber@reedbusiness.com