



# MECHANICAL REQUIREMENTS

**Publication Trim Size: 10.5" x 13.5"**

Unit sizes are in inches

**Note:** All bleed sizes already include the additional 1/8" bleed.

	WIDTH		DEPTH
<b>Full Page Bleed</b> .....	10.75	x	13.75
<b>Full Page Non-Bleed</b> .....	9.75	x	12.75
<b>Full Spread Bleed</b> .....	21.25	x	13.75
<b>Full Spread Non-Bleed</b> .....	20.25	x	12.75

**Note:** Perfect alignment on spreads cannot be guaranteed.

<b>Jr. Page Horizontal Bleed</b> .....	10.75	x	8.125
<b>Jr. Page Horizontal Non-Bleed</b> .....	9.75	x	7.5
<b>Jr. Spread Horizontal Bleed</b> .....	21.25	x	8.125
<b>Jr. Spread Horizontal Non-Bleed</b> .....	20.25	x	7.5
<b>Jr. Page Vertical Bleed</b> .....	8.125	x	10.125
<b>Jr. Page Vertical Non-Bleed</b> .....	7.5	x	9.5

<b>Strip</b> .....	9.75	x	2.75
<b>Super Strip Bleed</b> .....	10.75	x	5.25
<b>Super Strip Non-Bleed</b> .....	9.75	x	4.625
<b>Super Strip Spread Bleed</b> .....	21.25	x	5.25
<b>Super Strip Spread Non-Bleed</b> .....	20.25	x	4.625

<b>1/3 Square</b> .....	5.625	x	6.25
<b>2/3 Vertical Bleed</b> .....	6.25	x	13.75
<b>2/3 Vertical Non-Bleed</b> .....	5.625	x	12.75
<b>2/5 Vertical Bleed</b> .....	4.375	x	13.75
<b>2/5 Vertical Non-Bleed</b> .....	3.75	x	12.75

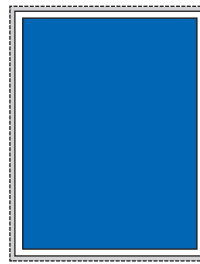
<b>1/5 Vertical</b> .....	3.75	x	6.25
<b>1/5 Horizontal</b> .....	5.625	x	4.125
<b>Showcase (6 up)</b> .....	4.875	x	3.5

**All live matter must be kept 1/4" in from trim size.**

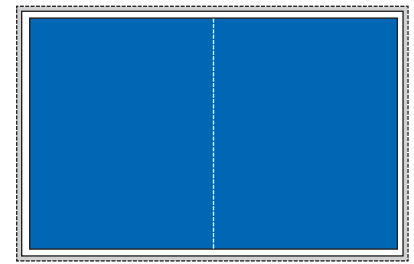
**TIP:** To prevent type or live images from trimming off or being too close to the trim, subtract .75" from the listed size for each bleed ad.

Examples: The live area for a full page bleed ad would be 10 x 13

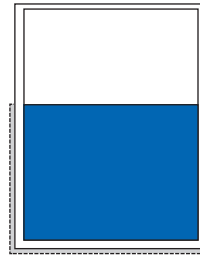
The live area for a JR vertical bleed ad would be 7.375 x 9.375



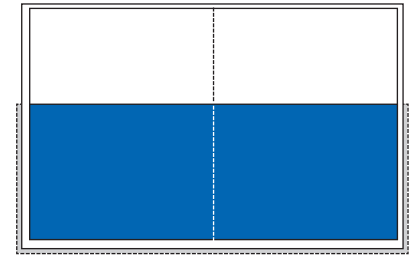
Full Page



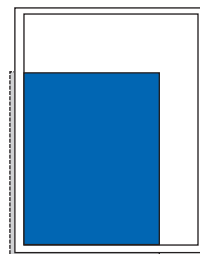
Full Spread



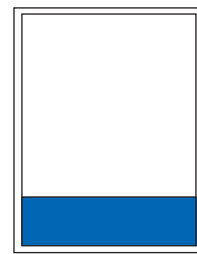
Jr. Page Horizontal



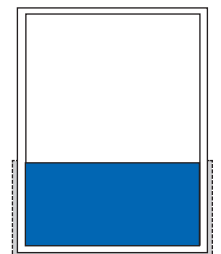
Jr. Spread Horizontal



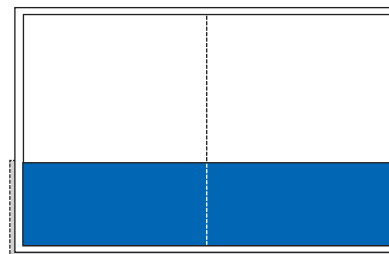
Jr. Page Vertical



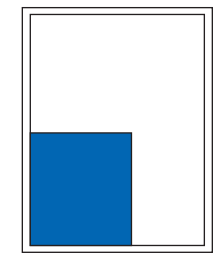
Strip



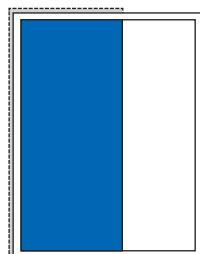
Super Strip



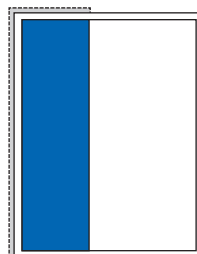
Super Strip Spread



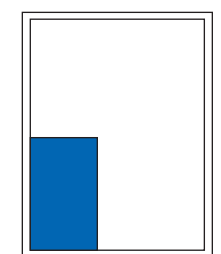
1/3 Square



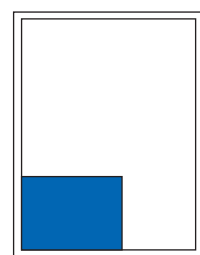
2/3 Vertical



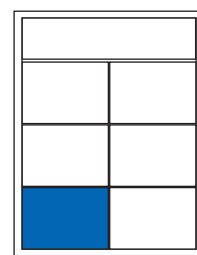
2/5 Vertical



1/5 Vertical



1/5 Horizontal



Showcase



7025 Albert Pick Road, Suite 200 Greensboro, NC 27409  
 Tel.: 336.605.0121 Fax: 336.605.1143 www.KidsTodayOnline.com  
 Production Manager: Dan Sage 336.605.1080 dan.sage@reedbusiness.com

Reed Business Information. **DIGITAL REQUIREMENTS**

We only accept high resolution PDF's. Please submit your ads to our advertising web portal [www.ads4reed.com](http://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 (uploading your pdf to [www.ads4reed.com](http://www.ads4reed.com))

Go to [www.ads4reed.com](http://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.

PDF X1a files.

**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 1/4" 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 the use of PostScript fonts. Preferred vendor is Adobe.
- ▶ All Fonts should be outlined before making final pdf



**WWW.ADS4REED.COM**

**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, 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 as these proofs are not industry standard.

Go to the next page for complete instructions on how to use ADS4REED

## Ads4Reed instructions

Ads4reed .com is a http served web platform that allows a secure upload of ad materials directly into an automated preflight system for processing. This ad platform requires a user registration and specifications of ad materials.

### Where do you start? ... [www.ads4reed.com](http://www.ads4reed.com)

- ◆ First [create an account](#). It's free and easy to do. It will only take a minute and you need to have an account in order to upload any ads. Having an account allows you to submit an ad to any ads4reed publication as well as allows you complete access to the history of the ads and detail of all your ad transactions.
- ◆ After creating an account, simply select from the menu options and let the site help you complete your goal.

New user registration is circled in red.

The screenshot shows the Ads4Reed website interface. The browser window title is "Ads4Reed - Upload Your Digital Ads to Reed Business Information - Microsoft Internet Explorer". The address bar shows "http://www.ads4reed.com". The website header includes the logo "ADS 4 REED" and the tagline "Reed Business Information..". A navigation menu on the left lists: PRINT: SPECIFICATIONS, PRINT: TEMPLATES, PRINT: DOWNLOADS, WEB: SPECIFICATIONS, HELP / RESOURCES, and FIRST TIME USERS. The main content area features a banner with the text "The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites" and a photo of a smiling woman. Below the banner, there are three sections: "NEW USER? Register Now" (circled in red), "Login", and "What's New". The "NEW USER? Register Now" section includes a "SIGN UP FOR AN ACCOUNT" button. The "Login" section has input fields for "USER NAME:" and "PASSWORD:" and a "GO" button. The "What's New" section lists "Our New Websteel" and "New Website Features". The footer contains copyright information: "© 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy."

## Complete your registration

- ◆ After creating an account, simply select from the menu options and let the site help you complete your goal.

The screenshot shows a Microsoft Internet Explorer browser window displaying the registration page for ADS4 REED. The browser's address bar shows the URL [http://www.ads4reed.com/account\\_new.asp](http://www.ads4reed.com/account_new.asp). The page header includes the ADS4 REED logo and the text "Reed Business Information." with links for "[ About Us ]" and "[ Contact Us ]". A welcome message reads "Welcome, Guest Tuesday, May 23, 2006".

The main content area is titled "Create Your Account." and contains the following instructions and form fields:

Please take a few minutes to provide us with your information so that we can set up an account for you.

First Name :   
Last Name :   
Client Name :   
Agency Name :   
Telephone :   
E-mail Address :   
Confirm E-mail Address :

Please choose a username and password of at least 6 characters. Your username and password can be a combination of letters and numbers.

Username :   
Password :   
Confirm Password :

In case you forget your password, please choose a question and enter the answer below so that we can use this to verify your identity.

Question :   
Answer :

Please send me an e-mail to confirm my account information.

\*Cookies must be enabled in your browser in order to sign in.

The left sidebar contains a menu with the following items: PRINT: SPECIFICATIONS, PRINT: TEMPLATES, PRINT: DOWNLOADS, WEB: SPECIFICATIONS, HELP / RESOURCES, and FIRST TIME USERS.

**After completing your registration, proceed to login and upload your materials.**

## Uploading your ad materials

- ◆ Login to your account
- ◆ Simply choose "Upload to a single publication" or "Upload to multiple publications" under either the print or web areas. You will need to select the publication or publications you are uploading for. This screen has a set of text boxes and drop downs that need to be checked. **IMPORTANT:** The correct publication selected will ensure that the ad materials will be sent to the proper Production Manager or CSR associated with the title.
- ◆ An e-mail confirmation will be sent to you letting you know if your ad has "Passed", "Passed with Warnings" or "Failed". If it has "Passed with Warnings" or "Failed", it will also give you the reasons why so that you can correct your ad and re-submit. **NOTE:** Feel free to call for any technical question or see the Help/Resource section with in the ads4reed site.
- ◆ If the ad passes, then it gets immediately routed to the Production Manager or CSR associated with the title you chose and your ad is good to go. It's that simple.
- ◆ If you need help figuring out how to make or fix your ads, simply click on our Help/Resources link for application specific help.

### LOGIN

The screenshot shows the Ads4Reed website interface. At the top, the browser title is "Ads4Reed - Upload Your Digital Ads to Reed Business Information - Microsoft Internet Explorer". The address bar shows "http://www.ads4reed.com". The website header includes the "ADS 4 REED" logo and the text "Reed Business Information." with links for "[ About Us ]" and "[ Contact Us ]". A welcome message reads "Welcome, Guest. Tuesday, May 23, 2006".

The main content area is divided into several sections:

- Navigation Menu (Left):** PRINT: SPECIFICATIONS, PRINT: TEMPLATES, PRINT: DOWNLOADS, WEB: SPECIFICATIONS, HELP / RESOURCES, FIRST TIME USERS.
- Central Banner:** "The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites" with a background image of a smiling woman holding a mug.
- NEW USER? Register Now:** Sign up now and enjoy secure access to upload your ads. Includes a "SIGN UP FOR AN ACCOUNT" button.
- Login:** Access personalized member services. Track past orders and place new ones. Update personal information. Includes fields for "USER NAME:" and "PASSWORD:", a "GO" button, and links for "Forgot User Name?" and "Forgot Password?". A checkbox for "Remember my User Name on this computer." is also present.
- What's New:** Includes links for "Our New Website!", "New Website Features", and "More...".

At the bottom, there is a footer with links: "Print Specifications | Web Specifications | Templates | Print Downloads | Help / Resources | First Time Users | About Us | Contact Us" and copyright information: "© 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy."

## SELECT UPLOAD PRINT AD

ADS 4 REED | Reed Business Information. [About Us] | [Contact Us]

Welcome Chris Melody, Tuesday, May 23, 2006

PRINT: SPECIFICATIONS  
 PRINT: TEMPLATES  
 PRINT: DOWNLOADS  
 WEB: SPECIFICATIONS  
 HELP / RESOURCES  
 FIRST TIME USERS

**The Fast and Easy Way to Upload Your Digital Ads to Our Print Publications and Websites**

You are logged in as Chris Melody. If you are not Chris Melody, please click here.

**What would you like to do today?**

**VIEW HISTORY / CHECK STATUS**  
 • View My History / Check Ad Status

**UPLOAD PRINT AD**  
 • Upload an Ad for a Single Publication - Print  
 • Upload an Ad for Multiple Publications - Print

**UPLOAD WEB AD**  
 • Upload an Ad for a Single Publication - Web Coming Soon  
 • Upload an Ad for Multiple Publications - Web Coming Soon

**ACCOUNT INFO & CONTACT INFO**  
 • Change/View Account Information  
 • Contact Us

**What's New**  
 • Our New Website!  
 • New Website Features  
 • More...

Print Specifications | Web Specifications | Templates | Print Downloads | Help / Resources | First Time Users | About Us | Contact Us  
 © 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy.

## SELECT THE PROPER PUBLICATION or PUBLICATIONS

ADS 4 REED | Reed Business Information. [About Us] | [Contact Us]

Welcome Chris Melody, Tuesday, May 23, 2006

PRINT: SPECIFICATIONS  
 PRINT: TEMPLATES  
 PRINT: DOWNLOADS  
 PDF HOW-TOs  
 HELP / RESOURCES  
 FIRST TIME USERS

**Upload to Single Title**

1 SELECT TITLE 2 UPLOAD AD 3 CONFIRMATION

**Please select from list below. Roll over letters to view titles.**  
 (You will be redirected to the site for the title you select. However, you can return to Ads4Reed.com at anytime.)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

R&I-Restaurants & Institutions  
 Reed Electronics Group  
 Research & Development  
 RS Means

Recommended Browsers - If you do not see the magazine titles when scrolling over the list using. Please download one of the recommended browsers below or visit the "First Time Users" to find your magazine.

Platform	Operating System	Browser
PC	XP/2000/ME/98	IE 6, SP1
PC	XP/2000/ME/98	Netscape
PC	XP/2000/ME/98	Mozilla
PC	XP/2000/ME/98	Firefox
Mac	Jaguar (10.2.8)	Safari 1.0.3
Mac	Panther (10.3.x)	Safari 1.3.x
Mac	Tiger (10.4.x)	Safari 2.x
Mac	10.1, 10.2 & Later	Mozilla
Mac	10.1, 10.2 & Later	Firefox
Mac	OS 8, OS 9	Netscape

Note: If you experience site issues using any of the configurations listed above please use the [Contact Us form](#) and list your Platform, Operating System, Browser and specific error or concern.

Templates | Specifications | Downloads | PDF How-To's | Help / Resources | First Time Users | About Us | Contact Us | Home  
 © 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its Terms and Conditions of Use. View our Privacy Policy.

http://www.ads4reed.com/launcher.asp?dest=RI-Restaurants.ads4reed.com&destPage=upload\_print\_single.asp&pubID=56

# COMPLETE MATERIAL DETAILS AND UPLOAD

Ads4Reed - Upload Your Digital Ads to Reed Business Information - Microsoft Internet Explorer

Address: [http://ri-restaurants.ads4reed.com/upload\\_print\\_single.asp?pubID=56](http://ri-restaurants.ads4reed.com/upload_print_single.asp?pubID=56)

Links: [Reed Elsevier](#) [RBI Intranet](#) [Google](#) [Production](#) [PrintMedia Magazine](#) [http://www.ads4reed.com-specs-R&I\\_specs.PDF](http://www.ads4reed.com-specs-R&I_specs.PDF)

**ADS 4 REED**  
RESTAURANTS & INSTITUTIONS

Reed Business Information.

RETURN TO ADS 4 REED  
[ About Us ] [ Contact Us ]

Welcome Chris Melody. Tuesday, May 23, 2006

**PRINT: SPECIFICATIONS**  
PRINT: TEMPLATES  
PRINT: DOWNLOADS  
WEB: SPECIFICATIONS  
HELP / RESOURCES  
FIRST TIME USERS

### Upload for Print

1 SELECT TITLE      2 UPLOAD AD      3 CONFIRMATION

Please enter all information below:

**\*Denotes required fields.**

**Magazine Name:** R&I-Restaurants & Institutions  
[\(Change the current publication\)](#)

**Choose Issue Type:** Standard Issue:  Choose...  
Supplement Issue:

**Production Manager:** [Chris Melody](#)  
630-286-6423

**Bleed:** Non-Bleed  Bleed

**Ad Size:** Choose...

**Ad Headline:**

**Specify Color Information:**

<input type="radio"/> 5 color	<input type="checkbox"/> Cyan
<input type="radio"/> 4 color	<input type="checkbox"/> Magenta
<input type="radio"/> 3 color	<input type="checkbox"/> Yellow
<input type="radio"/> 2 color	<input type="checkbox"/> Black
<input type="radio"/> 1 color	<input type="checkbox"/> PMS # <input type="text"/>

**Information:**

<input type="radio"/> 4 color	<input type="checkbox"/> Magenta
<input type="radio"/> 3 color	<input type="checkbox"/> Yellow
<input type="radio"/> 2 color	<input type="checkbox"/> Black
<input type="radio"/> 1 color	<input type="checkbox"/> PMS # <input type="text"/>

**Special Notes:**

**File Name / Location:**

You will receive an email notification when your ad is successfully uploaded, and in the workflow for processing. Notification will also be sent to the necessary Production Managers.

\*Some files may not be available because they have failed our digital preflight. Feel free to contact our technical support help line at 800-611-5878 or your magazine's Production Manager for further assistance.

[Print Specifications](#) | [Web Specifications](#) | [Templates](#) | [Print Downloads](#) | [Help / Resources](#) | [First Time Users](#) | [About Us](#) | [Contact Us](#)

© 2006 Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Use of this web site is subject to its [Terms and Conditions of Use](#). View our [Privacy Policy](#).

## **CREATING AN ACCOUNT.**

It's free and easy to do. It will only take a minute and you need to have an account in order to upload any ads. Having an account allows you to submit an ad to any ads4reed publication. In addition, it allows you complete access to the history of the ads you have uploaded, along with detailed info regarding your ad transactions. After creating an account, simply select from the menu options and let the site help you complete your goal.

## **WARNINGS ARE OK IF FIXED,**

unless the warning is resolution. If the images that are in the pdf are the best quality that you have, please view the pdf at 300%. This is the best way to view how your images will look printed. Images should not have jagged edges or look pixelated, these are low-res. All images should have sharp edges and show clear details when viewed at 300%. If you are ok with how your images look, please contact the production manager and give them the ok to go ahead with this pdf.

## **OPI**

is a lowres to highres swop out on the print process. If you get this warning, in most cases the file is fine, but please view the pdf at 300% just to be sure the resolution of the images are highres.

## **ADS4REED**

Converts all RGB colors to CMYK, it does not convert spot colors. Please take the time to change your spot colors to CMYK in your layout application, re-distill and resubmit to ads4reed.

## **COMPOSITE FONTS**

Caused by Adobe products when exporting pdfs files directly.

Solution 1 - Save postscript and distill.

Solution 2 - Outline the fonts in the Adobe application. (do not have "page information" checked on in the marks and bleed section of the printing setup.)

## **PDF LIBRARY**

Causes color shifts in pdfs when reprocessing

Solution 1 - Save and distill (using our distiller settings)

Solution 2 - When exporting make sure to save pdf as Acrobat 4 (version 1.3)

## **TRANSPARENCY**

Caused by Adobe or Office products. (Drop shadows, Ghosting, Special Effects)

Solution 1 - Save postscript and distill.

Solution 2 - When exporting make sure to save it as Acrobat 4 (version 1.3) compatible and set the transparency flattening to "high" or above. (It will be grayed out if no transparency is in the file).

## **LOWRES**

Low res images are caused by using the wrong distiller settings, wrong export settings, blend or gradients, or if OPI in Quark is checked.

Solution 1 - Change the distiller setting to our standards.

Solution 2 - Change the export setting to our standards.

Solution 3 - While saving postscript in Quark make sure OPI is "NOT CHECKED" even if its grayed out

## **Warning • PDF header version 1.4(or 1.2, 1.5) does not meet user requirements.**

Explanation: RBI printers do not recommend supplying files created with versions above 1.3 due to potential problems with transparent objects and composite fonts. Both characteristics could exist in PDF versions 1.4 & above. The Ad portal is warning for files above 1.3 to alert the Publication that additional attention might be needed for a file that is more than 1.3. The ad portal also fails for both transparent objects and composite fonts so we believe setting to warn instead of fail is the appropriate action.