

AUDUBON ADVERTISING SPECIFICATIONS 2010

LIVE MATERIAL:

Book is perfect bound & trimmed 1/8" on top, bottom & outside edges. Keep live matter 3/8" from trim. Printing Process: Web Offset.

MATERIALS TO BE FURNISHED:

Digital material is preferred, in CMYK only; film is accepted but will be copy-dot scanned.

MATERIAL LABELING:

- Agency Name
- Contact Name
- Phone Number
- Ad Number/Name
- Vendor Contact
- List of Content

Note: Material will not be returned

MEDIA FORMAT:

- 250/100 Mb Zip
- CD-ROM
- DVD

PROOFS:

Supply hard copy proof matching digital file at 100% size. Audubon does not guarantee color unless proofs meeting SWOP specifications are supplied. For full-page ads, if we do not receive a SWOP proof, Audubon will request a color-reproduction waiver. If we do not receive a signed color waiver by our deadline, Audubon's printer will pull a SWOP proof and the cost will be billed back to the advertiser.

For updated SWOP standards for press proofs check: www.SWOP.org



Audubon

ISSUANCE & CLOSING DATES:

Published bimonthly, at the beginning of January, March, May, July, September & November. Insertion order due on the 1st, eight weeks preceding publication.

2010	Order Close	Materials Due
January	11/2	11/5
March	1/4	1/7
May	3/1	3/4
July	5/3	5/6
September	7/1	7/8
November	9/1	9/8

For material extensions, ad production questions, and specifications for supplied inserts, contact:

Heidi DeVos
Production Director
212-979-3138
hdevos@audubon.org

SHIPPING INSTRUCTIONS:

Send insertion orders to Linette Santiago and a copy of the insertion order, production contact information & ad material to:

Heidi DeVos
Production Director
Audubon magazine
225 Varick St, 7th floor
New York, NY 10014

PLEASE NOTE:

Materials, whether digital or conventional, that do not conform to our specifications may incur production charges (at current printer's rates) for conversion. Any changes required in furnished materials (for size alterations, typography, copy preparation, ad design & composition, & all work done on ads ordered but not used) will be charged to the advertiser.

PAGE/SPREAD SPECIFICATIONS:

NOTE: Specs for fractional ads are on pg 2

All digital files MUST be Macintosh platform: no PC-based files can be accepted

DATA FORMATS:

- TIFF/IT (FP, CT, LW and HC)

Resolution:

- Require LW files at 72 resolution (dpm)
- Require CT files at 12 resolution (dpm)

Offset:

- 0,0 offset preferred
- DCS2 (create with raster or screen bitmap data ie. Not just pages in Quark saved as DCS2)
- PDF/X-1A

DESKTOP FILE FORMATS:

- QuarkXPress 4.1, 5, 6, 7
- Adobe InDesign up to CS3
- PostScript (4/C composite)

DESKTOP ELEMENTS:

- Images/Scans: TIFF or EPS
- Logos/Artwork: EPS

Resolution:

- Continuous tone rastered images should be at 2x the linescreen or greater. (300 or greater is hi-res for 150 linescreen.)
- Fonts:
 - Recommended: PostScript Type 1 or OpenType fonts only. Include all fonts (printer and screen fonts).
 - Not Accepted:** True Type or Multiple Master fonts; no customized fonts created by editing software; no "city" fonts (ie, Geneva, Monaco, etc)
 - Bitmap files should be at 1000 DPI or higher
 - TIFF or EPS between 200 and 400 dpi

PARTIAL PAGE SPECIFICATIONS:

All digital files MUST be Macintosh platform:
no PC-based files can be accepted

DATA FORMATS:

- Preferred format: PDF/X-1A and PostScript
 - Composite EPS
 - TIFF/IT (FP, CT, LW)
- Resolution:**
- Require LW files at 72 resolution (dpm)
 - Require CT files at 12 resolution (dpm)

DESKTOP FILE FORMATS:

- QuarkXPress 6.0
- Illustrator 9 or higher
- InDesign

MISCELLANEOUS INSTRUCTIONS:

- If native application files (such as QuarkXPress documents) are sent, extra production charges incurred to convert them may be billed to the advertiser if problems occur
- Audubon will accept no liability for changes in ads as a result of the conversion process.
- File resolution should be 2400 DPI.
- Color ads must be in CMYK format.
- No files containing PMS/spot/match colors will be accepted without prior consent from Audubon's advertising department.
- File must be accompanied by all necessary font suitcases and EPS images (for halftones, illustrations, logos, etc.).
- Include fonts used in any EPS images which are nested in the final file.
- **True Type fonts are not supported.**
- File must be sent with a proof of the final ad: a laser proof for B/W ads; a digital proof (Kodak Approval, Epson, Canon, or other digital proof) in CMYK format for 4-color ads.
- Audubon cannot accept responsibility for matching color lasers submitted as proofs for 4-color ads.

Printing Process: Web offset, perfect bound.
Trim Size: 8.25 x 10.8125"; a safety of .375" is required.
Page Layout: Three columns wide, each column is 2.25" wide.

Non-Bleed Ads

(Build pages to trim size. Keep live matter .25" from trim.)

Ad Size	Trim Size (Inches)
	Width x Height
Page	7 x 10
Spread	15.375 x 10
2/3 page (vert.)	4.625 x 10
1/2 page (hor.)	7 x 4.875
1/2 page (digest)	4.625 x 7.5
1/2 page (spread)	15.375 x 4.875
1/3 page (sq.)	4.625 x 4.875
1/3 page (vert.)	2.25 x 10
1/6 page (hor.)	4.625 x 2.375
1/6 page (vert.)	2.25 x 4.875
1/12 page	2.25 x 2.375
1 inch	2.25 x 1

Bleed Ads

(Build pages to trim size. Keep live matter .25" from trim.
Ad image area should be no more than trim plus bleed)

Ad Size	Trim Size (Inches)	Bleed Size
	Width x Height	Width x Height
Page	8.25 x 10.813	8.5 x 11.125
Spread	16.5 x 10.813	16.75 x 11.125
2/3 page (vert.)	5 x 10.813	5.25 x 11.125
1/2 page (hor.)	8.25 x 5.375	8.5 x 5.625
1/2 page (digest)	5 x 8	5.25 x 8.25
1/2 page (spread)	16.5 x 5.375	16.75 x 5.625
1/3 page (sq.)	5 x 5.375	5.25 x 5.625
1/3 page (vert.)	2.75 x 10.8125	3 x 11.125

ADDITIONAL INSTRUCTIONS:

- Build pages to trim size and extend bleed beyond page edge.
- Use stylized fonts; do not apply style attributes to basic fonts.
- All elements must be at 100% size.
- Avoid rotation and cropping of images in layout program.
- Include all fonts, images/scans, logos/artwork.
- Do not nest EPS files in other EPS files.
- All images/scans must be in CMYK mode for 4C ads.
- All images/scans must be in Grayscale (1/C Black and white) mode for B&W ads.
- Font information must include manufacturer, font name and version.
- Four-color solids must not exceed SWOP density of 300%.
- Supply Quark Collect for Output or similar reports.

PROVIDING FILM:

- All film received will be copy-dot scanned.
- Full page ads: Offset film positives or negatives, right-reading emulsion side up or down.
- Spreads: Furnish as one unit.
- Partial ads, in order of preference: negatives or positives, right-reading emulsion side up or down; repros; sharp laser proofs.
- Line Screen: 150-line screen.
- Proofs:
 - Black & white: two repros or laser proofs.
 - 2-color & 4-color: two commercial-base matchprints.
- Register marks should be in position. Color bars should run horizontally across foot of ad.
- -4-color wet printing: recommended sequence-yellow, blue, red and black.
- -Use AAAA/MPA standard process ink for proofing.

PROOFING REGULATIONS

Please Note: All files and proofs must be supplied in the proper format. Only certified proofing systems will guarantee color for any ad running in the magazine. Please check the SWOP.org website for the most current list available. Audubon will not guarantee a close color match of the file received from the advertiser unless all of our criteria is met. This includes all file formats, storage devices and proofs.

PRODUCTION CONTACT INFORMATION:

SPECIAL AD SECTIONS/
CATALOG SAMPLER/
INTERNET EMPORIUM:

Susan Loredo
Promotion Director
(212) 979-3101
slored@audubon.org

AD/INSERT MATERIALS:

Heidi DeVos
Production Director
(212) 979-3138
hdevos@audubon.org

READER SERVICE LISTINGS:

Linette Santiago
Sales Office Manager
(212) 979-3102
lsantiago@audubon.org

TRANSMISSION OF DIGITAL FILES:

E-Mailing Ads:

High-res PDFs which are under 6 MB in file size can be e-mailed to hdevos@audubon.org. Files which exceed 6 MB may be transmitted via FTP.

Be very careful to spell Audubon correctly!
(ie, with two U's, not with two O's)

Transmitting ads via FTP using Fetch:

FTP server address = ftp.audubon.org
Username = audmagazine1
Password = g94lkfd3
(NOTE: that is a lower-case L, not a 1, in the password)

Once the file has finished posting, please send an e-mail to hdevos@audubon.org giving both the name of the advertiser and the file name

Transmitting ads via FTP with a web browser:

In your browser's address bar, type the following:
ftp://audmagazine1@finch.audubon.org

When the prompt asks for a password, enter:
g94lkfd3
(NOTE: that's a lower-case L, not a 1, in the password)

Drag the pdf into the browser window

Once the file has finished posting, please send an e-mail to hdevos@audubon.org giving both the name of the advertiser and the file name