

Advertising Artwork Specifications

Accepted Formats

Quality Digest is produced using computer-to-plate (CTP) imagesetting. CTP, also called direct-to-plate, eliminates the need for costly and time-consuming conventional film processing. CTP uses PostScript files to digitally produce the aluminum plates for printing and to produce higher print quality by avoiding multiple generations of film processing. **Therefore, advertisements sent to *Quality Digest* in film format are no longer preferred as they must be re-digitized, which causes expensive delays.** The following file formats are acceptable for advertising artwork:

TIFF, Illustrator EPS, Photoshop EPS, JPEG

(All text in Illustrator files must be converted to outlines to prevent font substitutions.)

Accepted File Types

Quality Digest's design department uses QuarkXPress for Macintosh as its primary page-layout program. Therefore, we can accept the following Macintosh files:

QuarkXPress, Adobe Photoshop, Adobe Illustrator, Adobe PageMaker

Accepted Media Types

Advertisers must submit all links, fonts and embedded files used in the electronic file when the file is submitted. All electronic files should be sent as e-mail file attachments to ads@qualitydigest.com or to our physical address on disk via traceable means. Please name the file by product name (if product-specific) or by company name (if not product-specific). We can accept the following types of disks:

High-density 3.5" diskettes, 100 MB Iomega Zip, CD-ROM

No other file formats can be accommodated unless special arrangements have been made with *Quality Digest* well in advance of our materials deadline. Please contact your advertising account executive for more information.

A printed proof of the ad must accompany the file. All files must be at least 266 DPI and 133-line screen. *Quality Digest* is printed using process color; therefore, all electronic files submitted in color must be in CMYK format. Because spot color ads cannot be accepted, all two-color ads must be submitted in CMYK format and accompanied by an appropriate color proof. If your two-color ad is matching a certain PMS color, such as your logo color, please indicate what that PMS color is. This allows us to verify that our printer has correctly reproduced the chosen color using the Pantone Color Matching System. If an appropriate color proof is not provided, we will produce a Matchprint-quality, laminated color proof and bill the advertiser our cost.

When you notify your advertising account executive that you wish to submit your ad electronically, he or she will send you a separate page, titled Digital File Submission form, with your insertion order. Please fill out this form and fax it to Production Coordinator at (530) 893-0395. This will enable us to keep track of your artwork. If you have additional questions, Please call Production Coordinator at (530) 893-4095, ext. 218.

Artwork Mailing Instructions

All negatives, camera-ready artwork, color proofs, disks and electronic files should be sent by traceable means to:

Production Coordinator

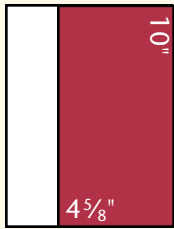
40 Declaration Drive, Suite 100
Chico, CA 95973

Telephone: (530) 893-4095, ext. 218

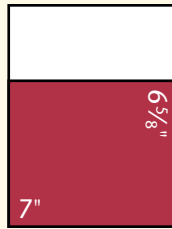
Fax: (530) 893-0395

E-mail: ads@qualitydigest.com

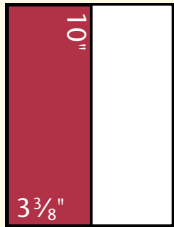
Mechanical Specifications



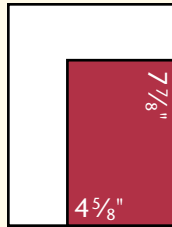
2/3 Vertical



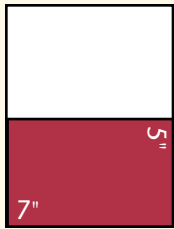
2/3 Horizontal



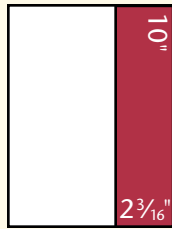
1/2 Vertical



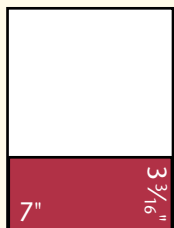
1/2 Island



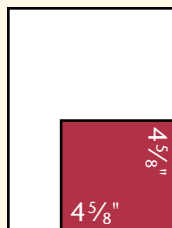
1/2 Horizontal



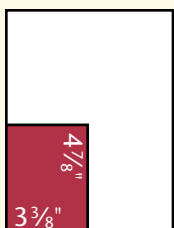
1/3 Vertical



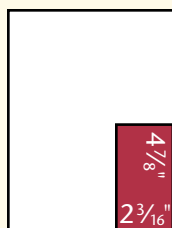
1/3 Horizontal



1/3 Square



1/4 Page



1/6 Page

Color Rates

2-Color Process—\$895

4-Color Process—\$1,295

No spot colors accepted.

Premium Positions

Premium positions (inside front cover, page one, inside back cover and outside back cover) are *noncancellable* and must be contracted for a full calendar year. All advertisements contracted for premium positions must be four-color.

Preferred Positions

No special positions will be guaranteed unless the position premium has been provided for in the contract. When available, a 10-percent premium based on the gross ad rate will be charged. Special position ads are noncancellable. Minimum size required for guaranteed (special) positions is 1/3-page.

Insert Rates

■ *Furnished Inserts.* Each insert counts as one insertion toward the earned rate and will be billed as one page, at the black-and-white earned rate, plus any additional fees. Please contact your advertising account executive for a price quote.

■ *Unfurnished Inserts.* Each insert counts as one insertion toward the earned rate and will be billed as one page, at the black-and-white earned rate plus printing cost and any additional fees. Please contact your advertising account executive for a price quote.

Agency Commission

A 15-percent discount on gross billing is allowed to recognized agencies and advertisers providing camera-ready artwork. Printing of insert cards, binding charges, supplemental ads, classified ads and banner ads are non-agency commissionable.

Electronically Submitted Ads

Quality Digest prefers electronically submitted ads provided that they meet our production specifications (see Advertising Artwork Specifications). Please refer to the Digital File Submission form, which your advertising account executive will send you with the insertion order. Important note: A color proof *must* accompany electronic file submissions, and all digital files are required to arrive by the materials closing date.

Film Requirements

■ *Color ads.* Please provide same-size color-separated negatives, 133-line screen, right reading, emulsion side down. Color proofs are required, such as a Cromalin, Matchprint or Fuji Color Art. Color keys and tear sheets are not acceptable as color guidance. Film will be kept on file for 12 months. A color proof will be made and charged to the advertiser if one is not provided. For four-color and two-color, advertisers *must* provide process color-separated film.

■ *Black-and-white ads.* Negatives (see previous paragraph for specifications) or camera-ready artwork, ready for single-camera shot—no extra charge. Advertisers not providing plate-ready negatives or camera-ready art will be billed at appropriate production charges (see below).

Quality Digest will not accept responsibility for reproduction quality unless camera-ready art or negatives have been generated from a high-resolution output device with a resolution of 1200 DPI or more.

Production Charges

\$75 per hour for ad creation, typesetting or ad changes, plus material costs (e.g., stock photography), with a \$75 minimum charge. Production charges are not agency-commissionable.

Bleeds

Reading and "live" matter should be 1/4" from gutter and trim edges. Film for bleed sizes should indicate bleed and trim marks. Full-page ad trim is 8" x 10 3/4". *Quality Digest* does not accept bleeds for any ads smaller than full page.