



PRODUCTION SPECIFICATIONS

DIGITAL AD SPECIFICATIONS

Armchair General can accept digital ads from both Macintosh and Windows platforms. Before submission, please confirm that your application and media are listed below.

FILE TYPE

- EPS—Illustrator, Quark XPress
- TIFF, PDF—PhotoShop, InDesign

Ads created in MS Word, MS Publisher, PowerPoint or any other word processing program will NOT be accepted.

For advertisements prepared in Quark XPress, place the page layout document and all images (use Collect for Output) in one folder. Collect all the fonts, both screen and printer, used in the document and place them in a folder labeled "fonts" inside the document folder. It's critical that you supply all fonts used, even such common ones as Times and Helvetica. Different versions of fonts with the same name from the same foundry have different metrics or kerning pairs, and those differences can cause type to reflow. We will use your fonts exclusively for your ad.

FONTS

We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outlines in Illustrator or a similar program, or embedded within a PDF. Type must not have styles (bold, italic, etc.) applied in the page layout program. The actual (bold or italic) font must be selected.

IMAGES

Photographic: Should be saved in TIFF or EPS format, not JPEG, and must not contain extra channels. The color space should be CMYK or Grayscale. Do not place CMYK images in black and white ads. The maximum ink coverage (C+M+Y+K) is not to exceed 300%. The resolution of images should be between 250 and 400 dpi. Images should not contain embedded transfer functions or halftone screens. Do not use ICC profiles or other color management. Linework: Should be saved as a bitmap TIFF. Should have an effective resolution of 1200 to 2400 dpi.

VECTOR (EPS logos, etc.)

Images must be embedded, not linked. Fonts must be converted to outline (preferred) or embedded within the EPS. Do not place EPS files inside of EPS files. Colors: No RGB or Pantone. Must be CMYK. Ink coverage not to exceed 300%.

PRINTING SPECIFICATIONS

- Type: Web Offset
- Binding: Perfect
- Covers: 150 linescreen
- Body: 150 linescreen (4C); 110 linescreen (BW)

MECHANICAL SPECIFICATIONS

- Trim Size: 8 3/8" x 10 1/2"
- Safety: Live matter not intended to bleed must be 1/4" from the trim and binding edge.
- Bleed: Allow for 1/8" trim on all bleed sides. Spread ad dimensions include a gutter bleed if one exists. We will take a 1/8" gutter grind-off. Allow 1/4" on each side of the grind for safe visual spacing.

AD SIZE	BLEED SIZE	NON-BLEED SIZE
Spread*	17" x 10 3/4"	15 1/2" x 9 1/2"
Full Page	8 5/8" x 10 3/4"	8 3/8" x 10 1/2"
2/3 Page	5 9/16" x 10 3/4"	4 5/8" x 9 1/2"
1/2 Page Vertical	4 5/16" x 10 3/4"	3 11/16" x 9 1/2"
1/2 Page Horizontal	8 5/8" x 5 1/4"	7 7/8" x 5"
1/3 Page Vertical	3 3/16" x 10 3/4"	2 1/4" x 9 1/2"
1/3 Page Square	N/A	4 5/8" x 4 5/8"

POST EXCHANGE MECHANICAL SPECIFICATIONS

AD SIZE	BLEED SIZE	NON-BLEED SIZE
1/2 Page Horizontal	N/A	6 3/4" x 4 1/4"
1/2 Page Vertical	N/A	3 1/4" x 8 5/8"
1/3 Page Square	N/A	4 3/8" x 4 3/8"
1/3 Page Vertical	N/A	2 3/16" x 8 3/4"
1/4 Page Vertical	N/A	1 1/2" x 8 5/8"
1/4 Page Horizontal	N/A	6 3/4" x 2"
1/6 Page Vertical	N/A	2 3/16" x 4 3/8"
1/12 Page Square	N/A	2 3/16" x 2 3/16"
1 Inch Rectangle	N/A	2 3/16" x 1 1/8"

Eleven great titles...one smart buy.



PROOF POLICY

Black & White

A content proof is required. The proof must be printed at 100% with registration marks. This can be pulled from either a laser or inkjet printer.

Four-Color Ads

Armchair General requires a content proof for all ads—no exceptions. The content proof (printed at 100% with registration marks and a color bar) can serve as a color proof if it adheres to SWOP standards (a list of SWOP certified proofers can be found at <http://www.swop.org/certification/certmfg.asp>).

If a SWOP-standard proof is not provided, Weider can pull one for an additional charge. Weider is not responsible for matching color on ads that do not supply a SWOP standard proof.

SUBMITTING YOUR AD

Ads can be submitted in any of the following ways:

- MAIL/OVERNIGHT DELIVERY

For submission by mail or overnight delivery, please send your ad (along with an acceptable proof) to:

Karen Bailey
Armchair General
741 Miller Drive SE, Suite C-1
Leesburg, VA 20175-8920
karen.bailey@weiderhistorygroup.com
Phone: 703-779-8301

- EMAIL

The maximum file size accepted through email is 5MB. All files submitted via email must be compressed using a program such as Stuffit® or WinZip® applications to compress all files into a single folder. Please check with your Production Planner to receive prior approval before sending your ad via email. The Production Planner will provide you with the proper email address. Proofs are still required for ads submitted electronically (see Proof Policy for requirements).

- FTP (File Transfer Protocol)

FTP is a simple way to transmit large files over the Internet. It is ideal for advertisers with high-speed Internet connections to send revised or last-minute files in time to meet press dates. We recommend the use of Stuffit® or WinZip® applications to compress all files into a single folder. Proofs are still required for ads submitted electronically (see Proof Policy for requirements).

FTP LOG-ON CREDENTIALS

Host Site Address:

<ftp://ftpwhg.com>

User Name: u43963642

Password: Weider99

Follow these instructions to access the FTP site:

Launch Fetch or other FTP transfer software. You can also use an Internet browser, such as Microsoft Internet Explorer (PC only).

Enter the Host, Username and Password. Once the software logs on to the FTP site, you can simply drag-and-drop your folder/file(s) into the "Ads" folder under the Armchair General magazine title.

NOTE: If you are sending more than one file, it is highly recommended that you place all files into a single folder, then place the folder onto the FTP site.

After uploading to the FTP site, you must contact the Production Planner to inform her you have uploaded your ad and provide her with the file name, publication and issue date of insertion.

All files more than 30 days old are automatically deleted from the FTP site.

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