

Ad Specifications for *The Aspen Idea*

Printing: Heat-set, web offset

Binding: Perfect Bind

Trim Size: 8 3/8" x 10 7/8"

4-Color Process: 133 Line Screen

FULL PAGE—

Image Area: 7 1/4 X 10

Trim: 8 3/8 x 10 7/8

Bleed: 8 5/8 x 11 1/8

HALF PAGE HORIZONTAL—

Image Area: 7 1/4 X 4 7/8

Digital Ads

Disks: We support Macintosh- (preferred) and Windows-formatted 3 1/2" floppy disks, 100MB Zip disks, and CD-ROM. Files may also be transmitted to our FTP site. Contact your advertising representative or advertising traffic manager for details.

Desktop File Formats: QuarkXPress 5.0 and lower versions; PDF, EPS or TIFF.

Proofs: A black-and-white composite proof at 100% size should be provided with all ads. If your ad contains four-color scanned images or builds of three or more colors, provide a high-end digital color proof (Iris, Approval, Polaproof, etc.). *The Aspen Institute* is not responsible for color shifts due to differences between the file and the proof.

File Submission: Send ONLY the files to be used in your ad. Include a printout of the contents of your disk.

Quark File Construction Guidelines:

- Build pages to trim size and extend elements 1/8" beyond trim if bleed is required.
- Include all fonts, images, logos and artwork.
- Use only Type 1 fonts—no TrueType fonts or font substitutions.
- Do not apply style attributes to basic fonts.
- Include fonts for imported graphics, or convert fonts to outlines.
- Place all elements at 100% size.
- Do not rotate or crop images.
- Do not nest EPS files in other EPS files.
- All color images must be in CMYK mode; no RGB images.
- All continuous tone images must have a resolution of at least 266 dpi at 100%.
Scanned black-and-white line art should have a minimum resolution of 800 dpi at 100% and a maximum resolution of 2400 dpi.
- Images should be saved as EPS or TIFF; no JPEG images.
- Do not embed ICC profiles within images.
- Four-color solids and images should not exceed SWOP density of 280%.
- Supply a Quark "Collect for Output" or similar report. Markzware's FlightCheck is an excellent tool for collecting and cataloging all necessary page elements.

PDF File Construction Guidelines:

- Create page files according to **Quark File Construction Guidelines** above.
- Make Postscript files at least 1/4" larger than ad trim size to allow for 1/8" bleed around ad perimeter.
- All high-resolution images and fonts must be embedded when the PDF file is distilled. Use Acrobat Distiller's "Press Optimized" setting or comparable for creating the PDF.

SEND MATERIALS TO:

Advertising Traffic Manager - The Aspen Idea

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