



SHIPMENT OF MATERIALS / ADDITIONAL QUESTIONS

Please contact your local Ad Representative for more information.
Please email camera ready ads to: Terisa@SeniorsBlueBook.com

Hard copy materials/disks can be mailed to:
Attn: Bernadette de Isaza, Art Director
840 10th Ave. NE • Naples, FL 34120
Ph: 239-348-3342 • FAX: 866-276-6869

The **Seniors Blue Book** is produced in a 100% digital pre-press, direct-to-plate environment. We require digital materials for advertisements running in our publications. If you cannot provide your ad according to our requirements, we would be happy to create your ad for you. Please contact your sales representative for further information and rates.

Our publication is produced using a Macintosh platform. Files created in a Macintosh format are preferred.

FILES CREATED USING A PC can ONLY be accepted if properly saved as a PDF - (PC fonts will not transfer to Mac Platform)
Publisher reserves the right to charge for all costs incurred in preparation of material submitted that does not meet the **Seniors Blue Book** digital specifications.

Please use the following specifications when producing your ad:

SBB works in Quark 7 or Indesign/Photoshop CS3. Please produce your ads in these programs if possible. Submit your ads in high-resolution camera-ready PDF format: 300 DPI at 100% of final print size, CMYK, all fonts and graphics embedded. If submitting native files, please include all linked graphics and fonts.

When Creating Your Ad, Please Note:

- All colors, logos, images in your ad need to be CMYK builds at 300 dpi at 100% size
- Construct your file document size as close to our size specifications as possible and save your PDF to the same size
- Fonts often cause problems, especially type effects (shadowing, contorting) in your program may not convert to PDF. Some typefaces will not embed, use postscript type1 fonts when possible. – Make sure your PDF looks correct.
- Use Acrobat Distiller to create your PDF. If this is not possible, we will attempt to make the PDF for you. Contact us.
- As a last resort, save your file as an .EPS and convert it to a .tif file in Photoshop with ANTI-ALIAS TURNED OFF for best clarity. Save your file to 600 dpi CMYK. Files must be flattened & fonts outlined.

PDF SET-UP *PDFX-1A COMPATIBLE IS GENERALLY ACCEPTABLE AS HIGH-RESOLUTION ART. (Or see set up below):

Setting-up your Adobe Acrobat Distiller 4.05 or Higher

Open Acrobat Distiller, set the Job Options Box to **(Press Optimized)**.

Under **(Settings)** menu at the top of the screen go to **(Job Options)**.

Under the (Compression) tab:

- Uncheck **Bicubic Downsampling** (not on) in 3 places.

Under the (Fonts) tab:

- Be sure that **(Subset all Embedded fonts below 100%)** is checked On and (Embed all Fonts) is On.

Under the (Color) Tab:

- Make sure **(Leave color unchanged)** is checked On. Then hit the OK button.

Save your settings as: **SBB Printing**. When you go to print your file, print to Acrobat Distiller. Under Printer select **SBB Printing** for optimized file, make sure you print to CMYK. View the file to make sure it looks correct.

ADS PRODUCED BY THE SENIORS BLUE BOOK

If we are building your ad, you must provide the following materials:

- A general layout of the ad
- Typewritten text
- High-resolution (300 dpi min.) digital images, 100% of size or larger
- Digital logo(s) in .jpg or .tif format at 300 dpi, 100% of size or larger

(we may scan your logo or photos if digital files are not available)

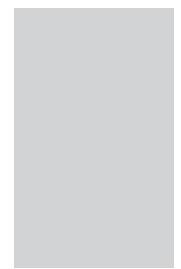
AD SIZES



2-page Spread
9.85w x 7.75h
NO BLEED



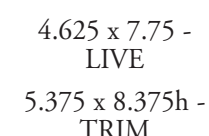
Back Cov Full Page
5.875w x 8.875h -
BLEED



Full Page
4.625 x 7.75 -
LIVE
5.875w x 8.875h -
BLEED



1/2 Page
4.625 x 3.75



4.625 x 7.75 -
LIVE
5.375 x 8.375h -
TRIM



1/4 Page
4.625 x 1.8



Housing
Grid Ad
7.65 x 3



Home Health
Grid ad
3.85 x 3