



SHIPMENT OF MATERIALS / ADDITIONAL QUESTIONS

For more information please contact your local market representative.

Additional details available on www.BlueBookProduction.com

Ad materials may be sent via:

e-mail, postal service, or uploaded at

www.BlueBookProduction.com

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)

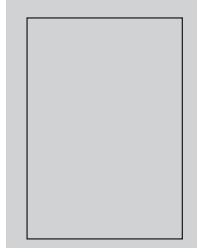
Publisher reserves the right to charge for all costs incurred in preparation of material submitted that does not meet The **Seniors Blue Book** digital specifications.

Please use the following specifications when producing your ad:

- Acceptable file formats for creating your ads are: Quark 4, 5, or 6; Adobe Illustrator 9 or lower; InDesign; and Photoshop
- Save your final approved file in high resolution Acrobat, Press-Ready PDF files (please see PDF set-up below)
- Final ad may also be saved as a .tif, .JPG or .EPS file, if PDF is not available.



2-Page Spread
9.57" w x 7.875" h
(Premium positions only)



Back Cover with Bleed
Including bleed, full size is:
5.875" w x 8.875" h
Live area:
4.625" w x 7.875" h
Trim size:
5.375" w x 8.375" h



Full Page
4.625" w x 7.875" h



One-Fourth page
4.625" w x 1.85" h



One-half Page
4.625" w x 3.85" h

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.

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)

PDF SET-UP

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: **SRG printing**. When you go to print your file, print to Acrobat Distiller. Under Printer select **SRG printing** for optimized file, make sure you print to CMYK. View the file to make sure it looks correct.

DOWNLOAD DETAILED PRINTER INSTRUCTIONS AT: srgdirectory.com