

Kitchens & Baths

Digital Ad Specifications and Mechanical Requirements

SHIP ALL MATERIALS TO: *Kitchens & Baths* Production Department, 1633 Broadway, 43rd Floor, NY, NY 10019.

Note: All electronic data will be held for one year from date of last insertion and all media will be destroyed after three months unless directed otherwise.

ACCEPTABLE FILE FORMATS: PDF/X-1a, which means that it conforms to PDF version 1.3 (Acrobat 4); it has an output resolution of 2400 dpi; it is composite CYMK; it uses high-quality JPEG or lossless Zip compression; resolution for color and grayscale images is 300 dpi; resolution for monochrome images is 1200 dpi, and fonts are embedded and subsetted 100%, as well as other characteristics. This format is acceptable for full and partial pages. Trapping is the responsibility of the file provider. Further information about PDF/X-1a can be found at www.pdf-x.com.

UNACCEPTABLE FILE FORMATS: Other file types, such as postscript-TIFF, EPS, native Photoshop Files, or other native application files such as Quark, InDesign, Pagemaker, Illustrator, Freehand, etc., are unacceptable because they introduce many possibilities for error.

To assist our advertisers in creating PDF ads to spec, the HFM PDF Ad Kit is available upon request for both Mac and Windows OS.

PROOF SPECIFICATIONS: Kodak Approval; Imation Matchprint Digital Halftone; or Progressive press proofs. All contract proofs must be made according to SWOP standards. Proofs that do not meet SWOP criteria will be used for color break only. Information on SWOP standards can be found at www.swop.org.

In addition, please supply two content (laser) proofs, which are an identical match to the furnished file. NOTE: This will allow HFM to ensure content integrity.

ACCEPTABLE MEDIA: CD, Mass Transit FTP, or Wam!Net. You can quickly set up your own Wam!Net account at <http://wamgate.com>. FTP guest instructions will be emailed to you upon request. Your files can be sent to us within minutes. Note: A contract proof must follow the next business day.

INK SPECIFICATIONS: 4/C process. Match colors available.

BINDING SPECIFICATIONS: Perfect bound; jog to foot.

PRINTING METHOD: Web offset.

All original disks will be destroyed after production cycle unless otherwise requested.

FOR ASSISTANCE CALL:

Gary Krystofiak, Production Manager
Phone: 212-767-6904, Fax: 212-767-5603
Email: gkrystofiak@hfmus.com

Diane Arlotta, Production Director
Phone: 212-767-6374, Fax: 212-767-5603
Email: darlotta@hfmus.com

FOR SUPPLIED INSERT INFORMATION CALL:

Gary Krystofiak 212-767-6904 or Diane Arlotta 212-767-6374

	NON-BLEED WIDTH X DEPTH	BLEED WIDTH X DEPTH	TRIM SIZE WIDTH X DEPTH
Full Page	7 3/4 X 10 1/4	8 1/2 X 11 1/16	8 1/4 X 10 13/16
2/3 Page Vert	5 X 10 1/4	5 1/2 X 11 1/16	5 1/4 X 10 13/16
1/2 Page Horiz	7 3/4 X 4 7/8	8 1/2 X 5 9/16	8 1/4 X 5 5/16
1/2 Page Vert	3 3/4 X 10 1/4	4 1/4 X 11 1/16	4 X 10 13/16
1/2 Page Digest	5 X 7	5 1/2 X 7 1/2	5 1/4 X 7 1/4
1/3 Page Chkbd	4 3/4 X 4 7/8	5 1/4 X 5 9/16	5 X 5 5/16
1/3 Square	4 3/4 X 4 7/8	5 1/4 X 5 9/16	5 X 5 5/16
1/3 Page Vert	2 3/8 X 10 1/4	3 X 11 1/16	2 3/4 X 10 13/16
1/4 Page Chkbd	3 5/8 X 4 7/8	4 1/4 X 5 9/16	4 X 5 5/16
Island	5 X 7 1/2	----	----
Island (butt to rule)	5 1/4 X 7 3/4	----	----
2 Page spread	16 X 10 1/4	16 3/4 X 11 1/16	16 1/2 X 10 13/16
	----	Gutter Bleed 16 X 10	----
Horiz spread	16 X 4 7/8	16 3/4 X 5 9/16	16 1/2 X 5 5/16

Live matter SAFETY: leave 3/8" from all TRIM edges. Gutter safety for TYPE: 1/8" from each side of spread center.