



Blue Book Publishers, Inc.

Cover Ads

Digital File Submission Specifications

Blue Book Publishers, Inc. shall not be responsible for errors and omissions in digitally submitted ads or for the reproductive quality of same which are not submitted pursuant to the specifications and requirements contained herein.

Digital Disk Submission Specifications & Requirements:

1. **Without exception, ad must be prepared using ADOBE ILLUSTRATOR 8.0 up and submitted as an EPS with all fonts outlined.**

— NO OTHER FILE FORMAT WILL BE ACCEPTED —

2. A hard copy sample of the cover ad must accompany the disk
3. Ad must be submitted on virus free CDs
4. Color: **Cover ads**
 - a. All artwork to be set up as CMYK - no RGB files (see additional requirements below)
5. Scanned Images
 - a. All half tones must be scaled to 100% of the size to be used in the ad and must be scanned at least 300-350 dpi for color cover ads. Do not include low resolution scans on the disk
 - b. Save all scans to be placed in ad as a TIFF
 - e. Do not compress the images as a jpeg or use LZW compression or any other compression alternative.
6. Bleeds
 - a. Cover ads (full page and half page) may have bleeds
 - (1) All cover images, artwork, color, etc. intended to bleed outside of the final trim area must extend at least 1/8" beyond the top, bottom, left and right
7. Live Area (for Cover ads only)
 - a. Cover ads must allow for 3/8" binding & trim clearance on both the right and left margin of the ad. Therefore, do not place any live image or text within 3/8" of the left or right edge of full page ads.
8. Fonts - the screen and printer files for all fonts used in the ad, even if fonts have been outlined in Illustrator, must be included on the disk. Use only type 1 fonts. **DO NOT USE TRUE TYPE FONTS AND DO NOT COMPUTER STYLED FONTS.**
9. Disk must be labeled indicating company name, ad category and contact name and be accompanied with:
 - a. Printed list of all files contained on the disk
 - b. A match print, iris or similar color proof of all cover color display ads

Color Ad Specifications & Requirements for Color Covers:

1. All color must be set up in or converted to CMYK
2. All spot color must be converted to CMYK
3. No RGB files - RGB must be converted to CMYK
4. All artwork, logos, etc. must be converted to CMYK
5. All color scans must be converted to CMYK
6. We strongly recommend where solid black is desired the use of 50% cyan & 50% magenta under the black. We cannot produce an acceptable density if only black is printed.
7. Maximum ink coverage density is 275%
8. Color pages run on 4-8 page signatures and while every effort is made to match color 100%, publisher and printer acknowledge a possible 5% variance.
9. Plan on a 5% gain on press.
10. No special treatments (varnish, 5th color, die cutting, etc.) are allowed.
11. Typically all trapping will be handled by the printer. Files created in advanced disk-to-plate formats, especially those containing unique or custom trapping schemes, must be cleared in advance prior to submission.
12. Your digital ad should be preflighted by you prior to submission. You will be notified if a problem is encountered in the preflight stage by us and given the opportunity to correct the problem yourself or have the printer correct the problem. Preflight corrections and color corrections made by the printer will be billed separately.

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COVER AD MECHANICAL SPECIFICATIONS

FULL PAGE COVER AD

Page Trim Size: 7" x 10 ⁵/₈"

Half tones: Ad will be printed at 150 - 175 lpi so scans should be at least 300 dpi

Rich Black: K 100%
M 50%
C 50%

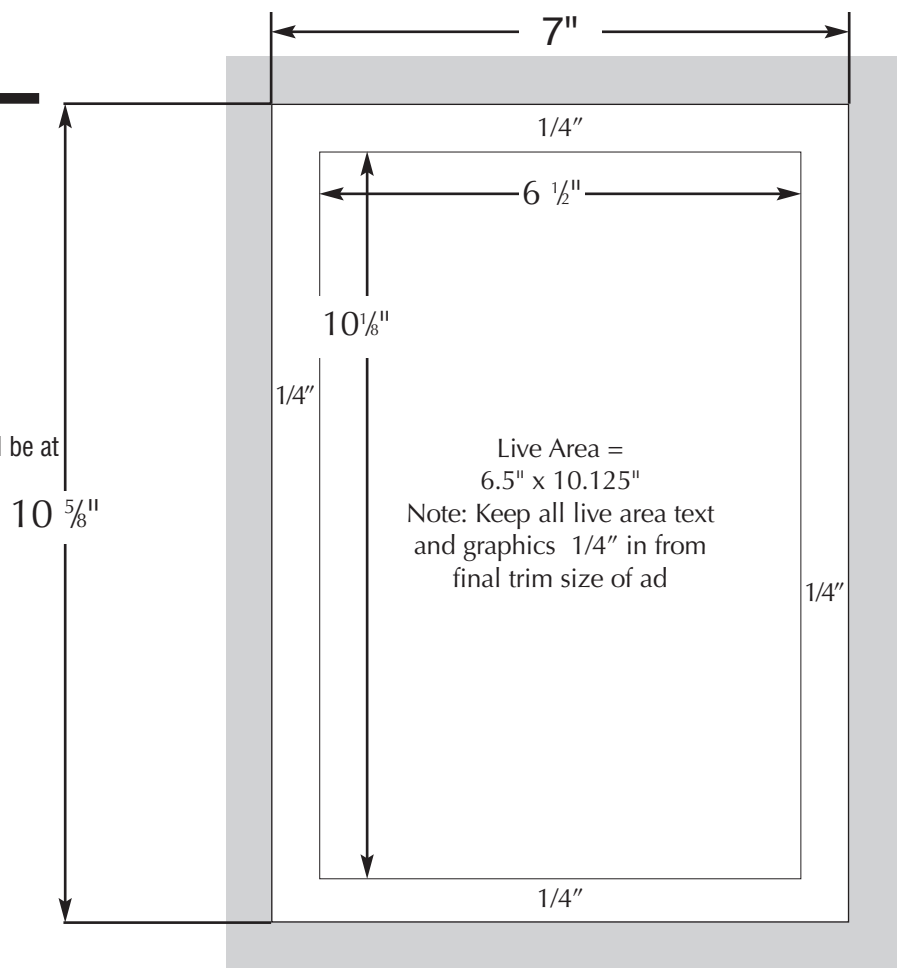
Ink Coverage: 275% max.

Top Trim Bleed = at least 1/8"

Foot Trim Bleed = at least 1/8"

Face Trim Bleed = at least 1/8"

Gutter Grind Bleed = None - Flush to 7" width from face trim



Gray Area Represents 1/8" Bleed

HALF PAGE COVER AD

Page Trim Size: 7" x 5 ⁵/₁₆"

Half tones: Ad will be printed at 150 - 175 lpi so scans should be at least 300 dpi

Rich Black: K 100%
M 50%
C 50%

Ink Coverage: 275% max.

Top Position:

Top Trim Bleed = at least 1/8"

Foot Trim Bleed = None - Flush to 5 ⁵/₁₆" depth from top trim

Face Trim Bleed = at least 1/8"

Gutter Grind Bleed = None - Flush to 7" width from face trim

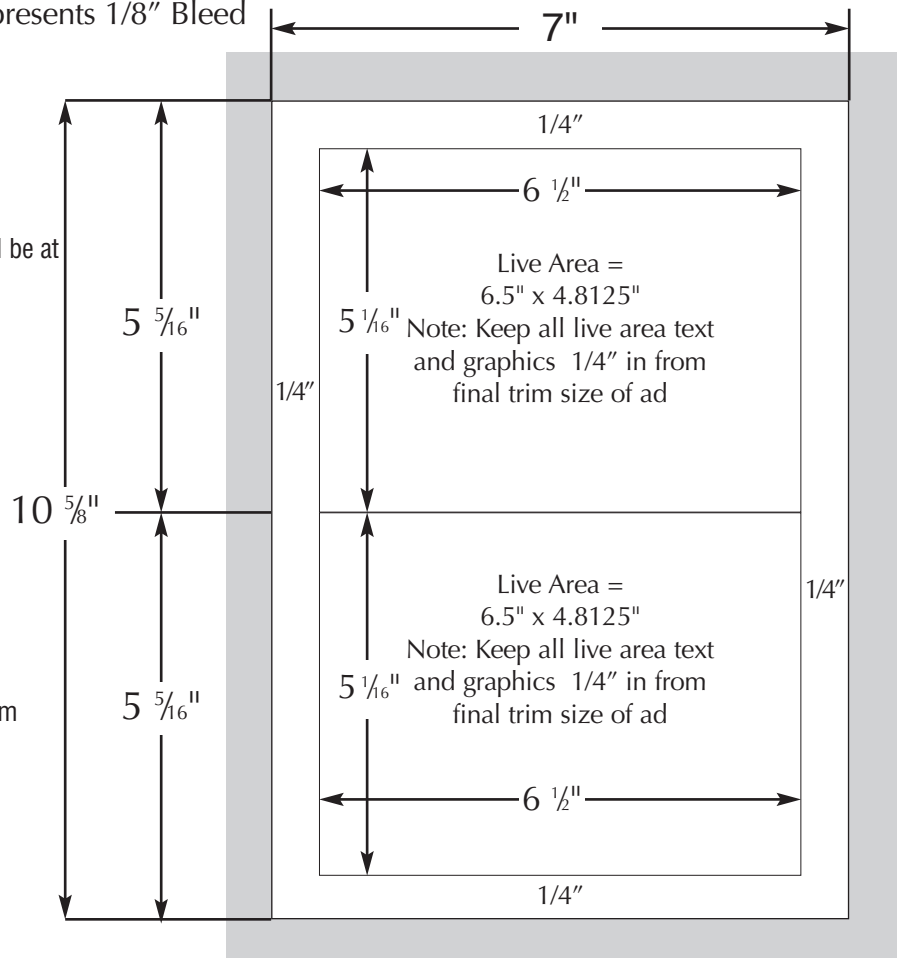
Bottom Position:

Top Trim Bleed = None - Flush to 5 ⁵/₁₆" depth from bottom trim

Foot Trim Bleed = at least 1/8"

Face Trim Bleed = at least 1/8"

Gutter Grind Bleed = None - Flush to 7" width from face trim





Incoming Electronic Art Notification

Expected: _____
(Date)

Blue Book Publishers, Inc. shall not be responsible for errors and omissions in digitally submitted ads or for the reproductive quality of same which are not submitted pursuant to the specifications and requirements contained herein.

Submitted for (advertiser name): _____

Computer Disk/E-mail Coming From: _____

Contact: _____ Phone _____ Fax _____

E-mail: _____

Ad/Art/Listing Copy for Ad/Listing to run under (category): _____

Book(s): La Jolla _____ PLB/UC _____ North County _____ Rancho _____ CD _____
Year Year Year Year Year

Complete All Applicable Sections:

- To Be Submitted:
 - Computer Disk CD only E-mail
- Created in Adobe Illustrator: version _____ and saved as an eps with all fonts used outlined
- Actual size hard copy of ad included or faxed
- Used only type 1 fonts
 - All screen and printer fonts on disk/e-mail
 - List of all fonts used included (including fonts which have been outlined)
- All images and support files are on disk/e-mail
 - All scanned images scanned and placed at 100% of size to be used and saved as TIFF
 - All scanned images scanned at least 300-350 dpi for cover ads
- All cover color work done in or converted to CMYK for cover ads
- Special trapping schemes have been employed
 - Indicate _____

For Blue Book Only: Received by: _____ Date: _____

E-mailed to _____ computer.