



# Blue Book Publishers, Inc.

## White Banners/Yellow Section Ads

### Digital File Submission Specifications

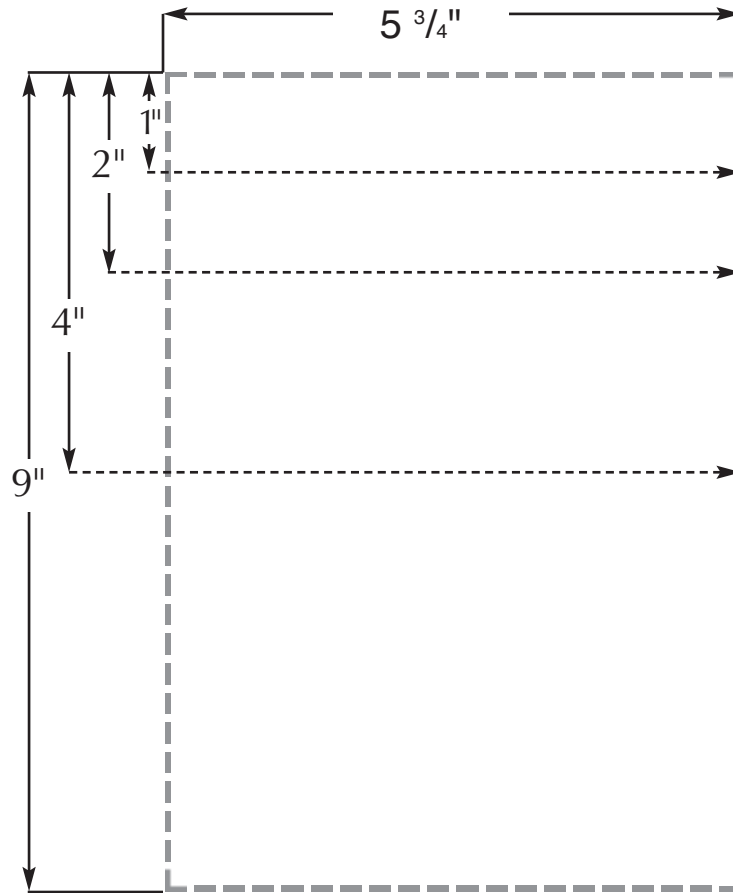
Blue Book Publishers, Inc. shall not be responsible for errors and omissions in digitally submitted ads or for the reproductive quality of same which are not submitted pursuant to the specifications and requirements contained herein.

#### 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 display ad must accompany the disk
3. Ad must be submitted on virus free CDs
4. Spot Color  
**Yellow Section & White Section ads-**
  - a. All artwork to contain spot color should be set up as follows: Magenta for RED (Levitz Red) and Cyan for BLUE (Pantone) 293 in the yellow section and Cyan for Pantone 287 in the white section
  - b. All elements containing spot color must have all color removed from file except for the spot color equivalent listed in 4. a. above. EACH ELEMENT MUST BE BUILT IN BLACK, MAGENTA OR CYAN OR A COMBINATION THEREOF. NO DUOTONES. DO NOT SUBMIT ART WITH EMBEDDED 4 COLOR PROCESS IN ANY ELEMENT OF THE AD.
  - b. All logos, artwork, photos, etc. to be black & white and/or grey scale must have all color removed from art files
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 225 dpi for Yellow Section ads and White Section banner ads. Black/White ads will be printed at 85-100 lpi and color cover ads will be printed at 150-175 lpi . Do not include low resolution scans on the disk
  - b. Yellow Section flesh tones should be kept in the 25 - 30% range
  - c. Yellow Section screens should not exceed 33% when black text is to print over the screened area - plan on up to a 10% gain on press
  - d. 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 - Double Trucks Only Are Allowed to Bleed
  - a. Double Truck ads in the Yellow Sections are required to bleed into the gutters (see special instructions on the Double Truck set up page)
7. Borders
  - a. All Yellow Section and White Section Banner Ads must have at least a .5 rule border on all four sides.
8. Fonts - All ad/element fonts must be outlined. The screen and printer files for all fonts used in the ad, even though fonts have been outlined, must be included on the disk. Use only type 1 fonts. DO NOT USE TRUE TYPE FONTS AND DO NOT COMPUTER STYLED FONTS.
9. Ad Clean Up - All support art has been embedded and properly linked, all overprint items have been set up correctly, all random text objects and stray points have been removed
10. 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 hard copy sample of the black & white display ad
  - c. A laser color proof of all Yellow Section and White Section ads with color (red, blue or both)

#### Spot Color Ad Specifications & Requirements for Yellow Section & White Section ads:

1. All color must be set up as "spot color" for ads appearing in the Yellow section:
  - a. USE Magenta for RED (Levitz Red)
  - b. USE Cyan for BLUE (Pantone 293 in the yellow section and Pantone 287 in the white section)
2. **No RGB files**
3. All artwork, logos, etc. must be converted to "spot" - USE Magenta for RED and Cyan for BLUE - **REMOVE ALL OTHER COLORS FROM FILE**
4. All color scans must be converted to "spot" - USE Magenta for RED and Cyan for BLUE - **REMOVE ALL OTHER COLORS FROM FILE**
4. Plan on up to a 5% gain on press.
5. 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 at a cost to you.



## YELLOW SECTION ADS

**Double Trucks:** see next page

**Full Page (9"):** 5 3/4" wide x 9" deep

**Half Page (4"):** 5 3/4" wide x 4" deep

**Quarter Page (2"):** 5 3/4" wide x 2" deep

**Eighth Page (1"):** 5 3/4" wide x 1" deep

**SCREENS & HALFTONES:** See "5. Scanned Images" on page 1

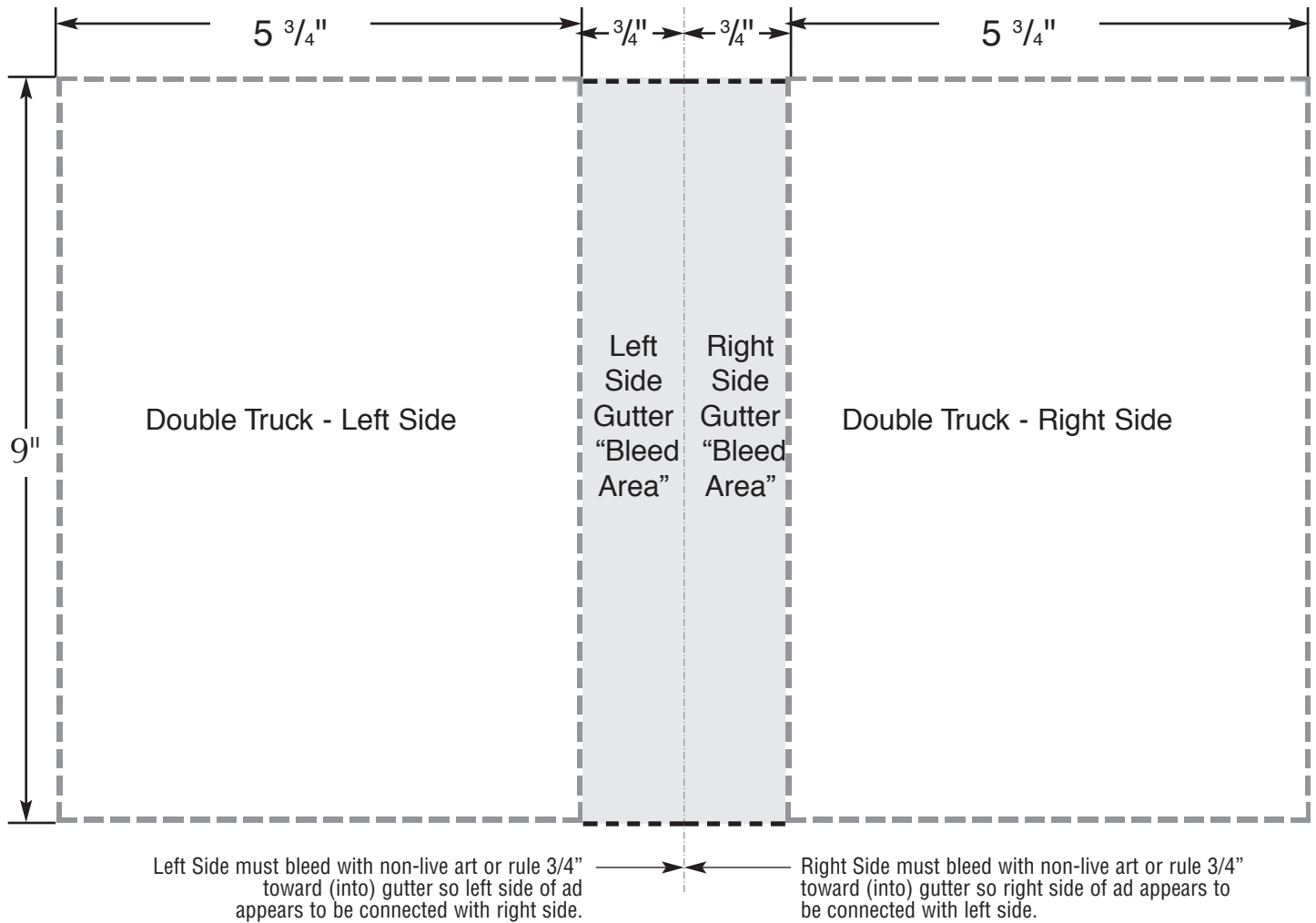
**Spot Color:** Overprint whenever possible

Trap: all art and any text above 15 pts with .25 pts  
and text below 15 pts with .144 pts

**Ad Must Have Border of at least .5 rule on all four (4) sides - No Bleeds But Border Break OK As Long As Ad Does Not Exceed Width & Depth Dimensions**

## WHITE SECTION BANNER ADS

**Banner Ad:** Same as "Eighth Page" specifications set forth above



## YELLOW SECTION: DOUBLE TRUCK ADS

### **BLEEDS, BORDERS AND LIVE AREA**

**Left Side Live Area:** 5 3/4" wide x 9" deep and Left Side must bleed with non-live art or rule 3/4" toward (into) gutter so left side of ad appears to be connected with right side.

**Right Side Live Area:** 5 3/4" wide x 9" deep Right Side must bleed with non-live art or rule 3/4" toward (into) gutter so right side of ad appears to be connected with left side.

**Ad Must Have Border of at least .5 rule on all "non-bleeding sides."**

**SCREENS & HALFTONES:** See "5. Scanned Images" on page 1

**Spot Color:** Overprint whenever possible

Trap: all art and any text above 15 pts with .25 pts  
and text below 15 pts with .144 pts



# 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 225 dpi for Yellow and White Section ads
  - Yellow Section flesh tones - keep between 22 and 30% dot - plan on up to a 10% gain on press
  - Yellow Section screens do not exceed 33% when black text is to print over the screened area - plan on up to a 10% gain on press
- All color work done as spot for Yellow and White sections ads: USE Magenta for Red and USE Cyan for Blue
- All color requirements of instructions 4. Spot Color on page 1 have been followed.
- Special trapping schemes have been employed
  - Indicate \_\_\_\_\_
- All support art has been embedded and properly linked, all overprint items have been set up correctly, all random text objects and stray points have been removed

**For Blue Book Only:** Received by: \_\_\_\_\_ Date: \_\_\_\_\_

E-mailed to \_\_\_\_\_ computer.