



Blue Book Publishers, Inc.

Pictorial Showcase

Digital File Submission Specifications

The Pictorial Showcase (PS) is created disk to plate. All ads must be submitted pursuant to the following specifications:

Ad Sizes: (see layouts on page 3)

Full Page Ad: Non Bleeding: 6.25" x 10.375" including black 1 pt mandatory border

Bleeding: 7" x 10.6875" + .125 bleed on all four sides

Two Third Page Ad: Non Bleeding Only: 6.25" x 6.806" including 1 pt mandatory border

One Third Page Ad: Non Bleeding Only: 6.25" x 3.292" including 1 pt mandatory border

General Digital Disk Submission Specifications & Requirements:

1. Ad must be submitted on a virus free CD
2. A hard copy sample of the display ad must accompany the disk.
3. Ad must be prepared on the Macintosh platform and created in one of the following applications or combination thereof (the applications are listed in order of preference):

<u>Applications</u>	<u>Saved as</u>
a. Quark XPress 3.3 or higher	application file (with all fonts and all art)
b. Adobe Illustrator	5.5 or higher and saved as native file and as an EPS (all fonts outlined)
4. 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 350 dpi (ads will be printed at 175 lines per inch) - do not include low resolution scans on the disk
 - b. Save all scans as a TIFF
 - c. Do not compress the images as a jpeg or use LZW compression or any other compression alternative.
5. Bleeds
 - a. Only Full Page PS ads may have bleeds
 - i. All 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
6. Live Area
 - a. Full page PS ads must allow for 3/8" binding and 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.
7. 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.
8. All original digital artwork used, placed or imported in the ad must be included on the disk in its native format and eps format or tiff format
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 dye sublimation, iris or similar color proof of all color display ads

(Continued)



Color Ad Specifications & Requirements:

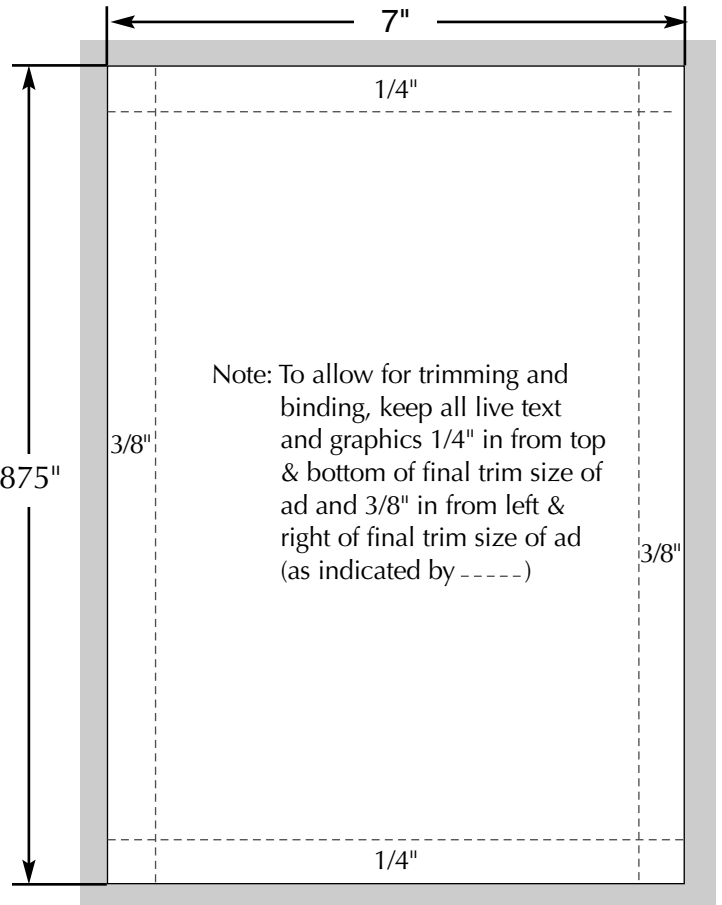
1. All color must be set up in or converted to CMYK
2. All spot color must be converted to CMYK
3. No RGB files - RGB must be converted to CMYK
4. All artwork, logos, etc. must be converted to CMYK
5. All color scans must be converted to CMYK
6. We strongly recommend where solid black is desired the 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 320%
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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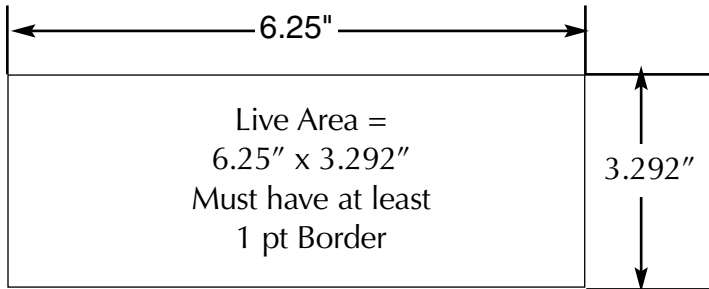
Full Page Layout with Bleeds

→ 10.6875"

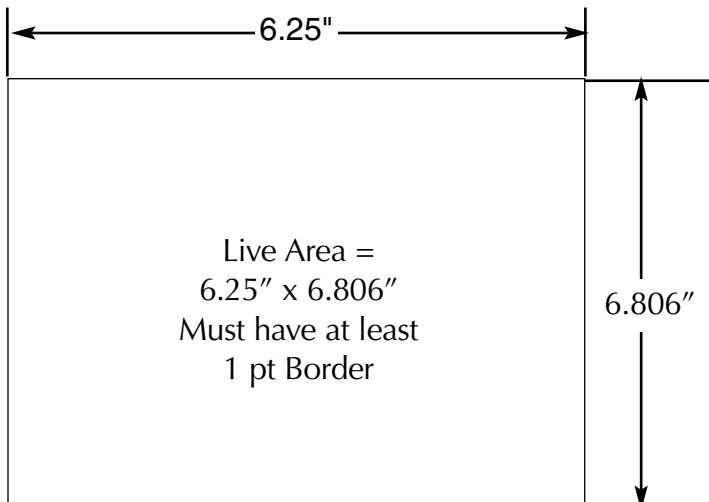


Shaded Area Represents 1/8" Bleed

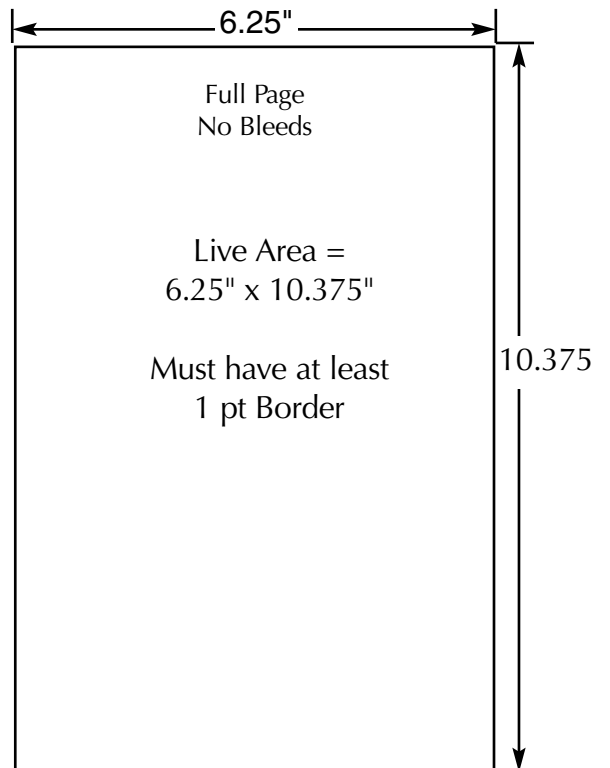
1/3 Page Layout Guide



2/3 Page Layout Guide



Full Page Layout No Bleeds



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Digital File Submission Specifications

Check List

PLEASE INCLUDE THIS CHECK LIST WITH SUBMITTED DISK

Submitted for: _____

Contact: _____ Phone _____ Fax _____

E-mail: _____

Created by: _____

Contact: _____ Phone _____ Fax _____

E-mail: _____

Ad to run under (category): _____

- Submitted on CD
- Created on Mac platform
 - List of software used and versions included
- Disk labeled with company name, contact name and contact information, and category which ad is to run under
- Printed list of all files contained on disk included
- Verified document size is correct including bleeds, if any
- Actual size hard copy of ad included
 - Dye sublimation, iris or similar color proof for color display ad
 - Final trim crop marks and bleeds are indicated for all ad sizes
- Used only type 1 fonts
 - All screen and printer fonts on disk
 - List of all fonts used included (including fonts which have been outlined)
- All images and support files are on disk
 - All scanned images scanned and placed at 100% of size to be used and saved as TIFF
 - All scanned images scanned at 350 dpi
- All color work done in or converted to CMYK
 - All scans CMYK
 - All spot colors CMYK
 - All logos and artwork CMYK
- Special trapping schemes have been employed
 - Indicate _____