



# DIGITAL ADVERTISING SPECIFICATIONS

HIV Plus accepts digital files. Please provide your ad in the following format

## Digital File Specifications

Digital files are required for ad submissions. HIV Plus accepts files in the PDF/X1a file format. Native application files will not be accepted.

**MEDIA:** MAC formatted CD-ROM or DVD. When transferring files electronically, see instructions above. Please label all media with issue date, agency name, contact name, phone number, advertiser, ad number, vendor and emergency contact.

**DESKTOP FILE FORMATS:** The PDF/X1a format is accepted for file submission. Attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly. Desktop applications (InDesign or QuarkXPress) saved as PDF/X1a (distilled from PostScript). LaserWriter or AdobePS and the DDAPv3 PPD have to be used when saving the Postscript file. Include only one ad per file. All high-resolution images and fonts must be included when the PDF/X1a file is saved. Utilize only Type 1 Fonts. No TrueType fonts or Font Substitutions. Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi. Total area density should not exceed SWOP 300% TAC. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images. All required image trapping must be included in the file(s). Right Reading, Portrait Mode, 100% Size, No rotations. Standard Trim, bleed and center marks in all separations, .5" outside trim. (No marks included in the "live" image area). Although vector PDF files are preferred, raster PDF files (for example PDF2Go), will be accepted. The Line Work resolution for Raster PDF files must be 2400dpi. The Continuous Tone resolution for Raster PDF files must be 300 dpi.

**TYPE REPRODUCTION:** Fine lettering (thin lines, serifs) should be restricted to one (1) color. Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems. Surprising: When type is to be surprised, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

## Special Instructions

Please include a proof from the file submitted and a printout of documentation noting fonts and files used to create the ad. A laser proof for B/W ads and a high quality digital color proof (Kodak Approval, Matchprint, Iris, etc.) for color ads (color laser printouts are not high quality and cannot be used to match color). The Advocate takes no responsibility for the appearance of ads received on disk not accompanied by a high quality proof. Include all images either EPS or TIFF (CMYK at 300DPI /no RGB or Index color) and all screen and printer fonts (preferably Adobe fonts). Pantone colors constitute a 5th color for which there is a substantial charge. Please contact the Production Manager for approval and additional charges. No Pantone colors will be allowed on ads smaller than 1/3 page.

## Additional Comments

Media Labeling: Advertiser name, issue date, contact and phone number. For information concerning specs call Heidi Medina at (310) 943.5963. Digital submissions (less than 20MB) can be sent via the Internet. When e-mailing ads we suggest that you use Stuffit and create a self extracting file. We have no support for other compression schemes.

Files may be sent via FTP. The FTP link is <http://upload.advocate.com>

Please email [heidi.medina@heremedia.com](mailto:heidi.medina@heremedia.com)

**Trim Size:** 7-7/8" wide x 10.5" deep **Line Screen:** 133-line inside; 150-line covers **Live Matter:** Keep live copy area 3/16" from trim edges. Allow 1/4" for gutterbreak in spreads. **Shipping Instructions:** All media and proofs should be securely packed and protected to prevent any possible damage. Ship all material to: Heidi Medina, The Advocate, 10990 Wilshire Blvd. Suite 1050, Los Angeles, CA 90024 **Printing/Binding:** Web offset, SWOP standards apply. Cover Stock: 100# coated; body stock: 45# coated. Covers UV coated on front and back. Perfect binding.

