

Advertising Specifications

File Types

Macintosh: We accept advertisements on disk in Apple Macintosh format, originated in the following applications only:

- **Adobe InDesign** (to version CS3).
- **Adobe Illustrator** (to version CS3).
- **Macromedia Freehand** (to version 7.05).
- **Adobe Photoshop** (to version CS3).

PC: Advertisements created on PC compatible computers can only be accepted by prior arrangement, created in the following formats:

- **Adobe InDesign** (to version CS3). NB: Fonts will be substituted with Macintosh equivalents.
- **Adobe Photoshop** (to version CS3).
- **Adobe Illustrator** (to version CS3). Should be saved as .AI files, with text saved as curves/outlines, and colors saved as Process (CMYK).

It should be noted that when supplying files created on PC-compatible machines, fonts will have to be converted to similar Macintosh equivalents (if available) unless text has been saved as curves. We are unable to make any alterations to files supplied in PC compatible formats.

ALL ADVERTISEMENTS SUPPLIED ON DISK MUST BE ACCOMPANIED BY A HARD COPY OF THE ADVERTISEMENT, PREFERABLY A COLOR PROOF.

Colors: All colors within any document must be saved in Process (CMYK) mode. If colors are saved in any other mode (ie. RGB, Index, etc.) they will appear different or MONOCHROME when printed.

Total Ink Density: When creating pages the total ink density should not exceed 310%. For example, when using large areas of black, to give the final print a rich black appearance the following CMYK values can be used: 75c 63m 63y 100k. Pages with a higher total ink density could be subject to the following problems:

- Blistering of the pages
- Pages sticking together

Bleeds: We require at least 1/8" of bleed on all sides. This area needs to be free from color bars, crop marks or register marks of any kind.

PDF's: All PDF's must be print ready with 1/8th inch bleed with crop and registration marks. File must be centered within the document. For more information see: "**PDF Settings from Quark XPress 4**" by pointing your web browser to <http://www.creativesalesresource.com/mediakitmedia/sospdfsspecs.pdf>.

Pictures & Logos: All relevant EPS, TIFF, and any other original picture files that are used must be supplied with the main advertisement file. Logos and line art illustrations used in the advertisement can be supplied in either EPS or TIFF formats as long as colors are CMYK (Process). Scanned images should be supplied in either TIFF, Jpeg or EPS format. TIFFs should not be compressed. EPS files must be single part files. Cut out images should be saved as EPS files with clipping paths, or they will appear "jagged" when printed. Pictures should be saved at 300 dpi, except for "screen grabs" which will usually be 72 dpi. These will obviously print at a lower resolution.

Typefaces: If fonts included in an advert are not available in our type library, they will be substituted for typefaces of similar appearance.

Media: We support DVD-ROM and CD-ROM (preferably Mac HFS format).

FTP INFORMATION

For advertisers in Sound On Sound USA Edition, please visit www.creativesalesresource.com and click the "Upload Your Ad" tab.

PDF Specifications to prepare your art for publication are available at www.creativesalesresource.com under "advertising information". **Please use our settings to create your PDF files as they are specific to our printers.**

PLEASE NOTE: ALL PRICES QUOTED IN ADVERTISEMENTS MUST BE INCLUSIVE OF LOCAL TAX

MORE ADVERTISING PRODUCTION INFORMATION

For further information please contact: Michael Groves, Production Manager,
Sound On Sound Limited, Media House, Trafalgar Way, Bar Hill, Cambridge CB23 8SQ, UK.
Tel: +44 (0)1954 789 888. Fax: +44 (0)1954 789 895. Email: michael@soundonsound.com

ADVERTISING SPACE RESERVATION

To reserve advertising space in the Sound On Sound USA Edition please contact Steve Sattler, worldwide advertising sales representative at 626-836-3106 x100 or steve@creativesalesresource.com

 **Creative sales resource Inc.**

Worldwide Advertising Sales Representative
for the Sound On Sound™ USA Edition.

626.836.3106

www.creativesalesresource.com

For full page advertisements: Document Setup must be 8.375" x 10.875" with a minimum of 0.5" margins all round. If bleed is required a minimum of 0.125" all round must be allowed. Double page spread advertisements should be set up as 16.75" x 10.875". 0.5" gutter should be allowed for.

Double Page Spread (Trim)
16.75" x 10.875"

Double Page Spread (Bleed)
17.25" x 11.375"

Double Page Spread (Live)
15.75" x 9.875"

Full Page (Trim)
8.375" x 10.875"

Full Page (Bleed)
8.875" x 11.375"

Full Page (Live)
7.375" x 9.875"

Half Page Horizontal
7.25" x 4.75"

Half Page Horizontal (Bleed)
8.375" x 5.5" + 0.125" bleed
on outside edges

Half Page Double Spread (Trim)
16.75" x 5.2"

Half Page Double Spread (Bleed)
17.25" x 5.45"

1/4 Page Standard
3.5" x 4.75"

1/3 Page Horizontal
7.25" x 3.0"

1/4 Page Horizontal
7.25" x 2.0"

1/3 Page Horizontal (Bleed)
8.375" x 3.75" + 0.125" bleed
on outside edges

1/4 Page Horizontal (Bleed)
8.375" x 2.75" + 0.125" bleed
on outside edges

Half Page Vertical
3.5" x 9.75"

Half Page Vertical (Bleed)
4" x 10.875"
+ 0.125" bleed
on outside edges

Square
4.5" x 4.5"

1/3 Page Vertical
2.25" x 9.75"

1/3 Page Vertical (Bleed)
2.75" x 10.875" + 0.125"
bleed on outside edges

1/4 Page Vertical
1.75" x 9.75"

1/4 Page Vertical (Bleed)
2.25" x 10.875" + 0.125"
bleed on outside edges

Island Half (Jr. Page)
4.5" x 6.25"

OTHER AD SIZES ARE AVAILABLE

Please contact Creative sales resources Inc. for more information at 626-836-3106 or steve@creativesalesresource.com.