

Main Phone: 612.874.3000

Each item listed below must be adhered to for all digital magazine ads. Please verify each item prior to sending. Ads printing incorrectly due to these requirements not being met are the sole responsibility of the advertiser.

✓ File Format

☐ Macintosh QuarkXPress, Adobe InDesign or PDF/X-1a files only.

- ☐ Include all graphics (EPS and/or TIFF only, no JPEG images). Embed images in EPS files (no "nested" images).
- ☐ Include all fonts - Type 1 Mac fonts preferred. True Type, Open Type and Type 3 fonts accepted.
- ☐ Do not apply style attributes (bold, italic, etc.) to text - leave style "plain".

✓ Ad Size

- ☐ Non-bleed ads: The document size should be equal to the live area. **Do not create the ad to the trim size.**
- ☐ Bleed ads: The document size should be equal to bleed dimensions.
- ☐ Provide one file for each ad size.
- ☐ **Please contact your Traffic Manager for exact material specifications and due dates.**

✓ Ink Colors Defined Properly

- ☐ All artwork in CMYK mode. Pantone or RGB cannot be used. No spot or index color.
- ☐ Delete unused colors.
- ☐ Total ink limit cannot exceed 300%. Minimum printable dot is 2 - 4%.

✓ Acceptable Resolution

- ☐ Digital images at 266 - 300 pixels/inch.

✓ Accurate Proof Provided for QuarkXPress or InDesign files.

- ☐ Proof made from file being sent.
- ☐ Acceptable color proofs include: SWOP, Dupont Digital Waterproof, Imation Rainbow, Iris Realist, Kodak Approval.
- ☐ GATF color bars on proof (5mm patches of 25%, 50%, 75% and 100% Cyan, Magenta, Yellow and Black).
- ☐ Proofs for black and white ads can be a PDF file or a laser proof.

✓ File Integrity (no corruption)

- ☐ Files can be compressed using DropStuff™ set to binhex (.hqx) format. No self-extracting archive files.

✓ Transmission Method

- ☐ **Web Upload site:** <https://www.agentimediасervices.com>

Contact a Traffic Manager for the username and password.

- ☐ **E-mail:** adops@agentimediасervices.com (4.75 MB limit).
- ☐ **Mail:** CD-ROM or DVD.
- ☐ **Ship to:** Agenti Media Services, **Attn: Ad Operations**, Two Carlson Parkway, Suite 400, Plymouth, MN 55447.