Display Advertising Specifications

File Types

Please supply print advertisments as a print ready PDF, with embedded fonts.

We will also accept advertisements originated in the following applications:

- Adobe InDesign.
- Adobe Photoshop.
- Adobe Illustrator.
  Should be saved as .eps files, with text saved as curves/outlines, and colours saved as Process (CMYK).

Submitting artwork

Please email all adverts to:
usaprintads@soundonsound.com

Larger files may also but submitted via a cloud-based file transfer service (eg WeTransfer, Dropbox etc).

Colours

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

Ink Density

The total Ink density should not exceed 300% with a maximum of 310% for large areas of color.

For example, when using large areas of black, to give final print a rich black appearance the following CMYK color values can be used - 75c 63m 63y 100k. Pages with a higher total ink density can cause problem when printing including blistering of pages and sticking together of paper.

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 colours are CMYK (Process).
- Scanned images should be supplied in either TIFF or EPS format. TIFFs should not be compressed. EPS files must be single part files but must not be JPEG encoded.
- Cutout images should be saved as EPS files with clipping paths, or they will appear "jagged" when printed.

- Pictures should be saved at 300dpi, 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.

File Compression

Mac: Files can be compressed using Stuffit. Self-extracting archives are also acceptable.

PC: Can only be accepted if compressed with ZipIt.

PDF Specifications

SOS PDF specifications can be obtained from: **Michael Groves (michael.groves@soundonsound.com)**

Artwork exported using other print ready settings can still be accepted. However, please ensure that any crop marks or color bars are offset by 0.125 inches so as not to appear within the bleed area.

It is adviseable to leave at least a 0.125"
safety margin for any live matter i.e text.

bleed area: 0.125 inches

Double Page Spread (Trim/Printable Area)
16.75 inches wide x 10.875 inches high

Double Page Spread (Including Bleed)
17 inches wide x 11.125 inches high

1/2 Double Page Spread (Trim/Printable Area)
16.75 inches wide x 5.5 inches high

1/2 Double Page Spread (Including Bleed)
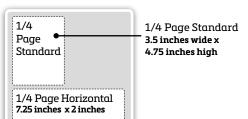**17 inches wide x 5.625 inches high**

Full Page
(Trim/ Printable Area)
8.375 inches wide x
10.875 inches high

Full Page
(Including Bleed)
8.625 inches wide x
11.125 inches high

1/2 Horizontal
(Standard)
7.25 inches wide x
4.75 inches high

1/2 Page Horizontal
(Trim/ Printable Area)
8.375 inches wide x 5.5
inches high

1/2 Page Horz (Bleed)
8.625 inches wide x 5.625
inches high

Island Half
(Junior Page)
4.5 inches wide x
6.25 inches high

1/4
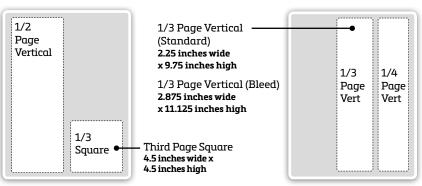Page
Standard

1/4 Page Standard
3.5 inches wide x
4.75 inches high

1/4 Page Horizontal
7.25 inches x 2 inches

1/3 Page Horizontal
7.25 inches x 3 inches

1/2
Page
Vertical

1/3
Square

Third Page Square
4.5 inches wide x
4.5 inches high

1/3 Page Vertical
(Standard)
2.25 inches wide
x 9.75 inches high

1/3 Page Vertical (Bleed)
2.875 inches wide
x 11.125 inches high

1/3
Page
Vert

1/4
Page
Vert

1/4 Page Horizontal (Bleed)
8.625 inches wide x 2.875 inches high

1/3 Page Horizontal (Bleed)
8.625 inches wide x 3.875 inches high

1/2 Page Vertical (Standard)
3.5 inches wide x 9.75 inches high

1/2 Page Vertical (Bleed)
4.125 inches wide x 11.125 inches high

1/4 Page Vertical (Standard)
1.75 inches x 9.75 inches

1/4 Page Vertical (Bleed)
2.375 inches x 11.125 inches

Please send all advertising materials to:
usaprintads@soundonsound.com