

abfjournal.com

Print/Display Ad Sizes/Specifications (PDF ONLY), Requirements & Submission Instructions

To ensure your ad prints properly, please adhere to the following instructions.

ACCEPTABLE FILE FORMAT: PDF ONLY

We only accept PDF files created to **PDF/X-1a** settings with all fonts and images embedded. We DO NOT accept native or EPS files, original art and/or fonts. We are not responsible for ad reproduction if PDF specifications are not met.

PREPARING ADS: ORIENTATION, SETTINGS, COLOR & RESOLUTION

Document size should be built to the specified ad size with no additional border/white space. **DO NOT INCLUDE CROP OR REGISTRATION MARKS.**

Ads can be originated in any program that will support the creation of Adobe Portable Document Format (PDF) files. Original program files are NOT acceptable.

All color images MUST be saved in CMYK. B&W images may be saved as grayscale. Spot, Pantone® (PMS) and RGB are NOT acceptable. We cannot be held responsible for inaccurate color conversion on ads submitted incorrectly.

Embedded image resolution should be at least 200 dpi at 100% (the size it is used in the ad). Web images (.JPG/.GIF) are 72 dpi and will not print well. We cannot be held responsible for image reproduction if original image quality is less than specified above.

Any traps, overprints or reverses should be done in native file prior to exporting PDF with PDF/X-1a settings.

Full page bleed ads should be created to the trim size of the publication PLUS ADDITIONAL 1/4" BLEED. For bleed, background should extend at least 1/4" (18 pts) on all four sides of the ad.

COLOR PROOFS/ DIGITAL REPRODUCTION

To ensure color matching, every color ad SHOULD be accompanied by a color proof, sized at 100% and **appearing exactly as the advertiser expects.** Some ad elements may appear to print correctly on ink-jet or laser printers but will not print correctly on press. *ABF Journal* is not liable for the final color output if a proof is supplied. If you do not submit a color proof, you are waiving your right to submit a complaint regarding color reproduction and image quality.

AD SUBMISSION INSTRUCTIONS/ASSISTANCE

E-mail files to denise@abfjournal.com, or if your file is larger than 5MB, please upload it to our FTP dropbox at:

<http://dropbox.yousendit.com/XMG-AD-DROP>

Send color proofs to: Advertising Department, 409 E Lancaster Ave, Wayne, PA 19087-4202

If you have questions regarding ad sizes specifications, please contact our production department at 800.708.9373 x129.

MAGAZINE DISPLAY AD SIZES

All ad sizes are shown as width x length.

Full Page	9" x 10.875" Trim Size (add .25" bleed all four sides if required)
Half Page Island	5.2" x 7"
Half Page Horizontal	7.875" x 4.5"
Half Page Vertical	3.875" x 9.5"
Third Page	2.54" x 9.5"
Third Page Horizontal	7.875" x 3"
Quarter Page	3.875" x 4.5"
Sixth Page	2.54" x 4.5"

