



# Ad Materials Specifications

## Digital Advertising General Specs

**PDF Format:** Advertisers are encouraged to submit PDF and PDF/X1-A files prepared for press-optimized printing. For an Acrobat Distiller job-option file and more information on creating acceptable files, visit [www.PentonDigitalsAds.com](http://www.PentonDigitalsAds.com).

All files should have the following:

1. All fonts embedded
2. The correct mode (ie. CMYK or Grayscale)
3. All spot colors MUST be converted to CMYK unless PMS was pre-ordered.
4. OPI must NEVER be included in the file.
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

**Preferred Applications:** Ad layouts should be created using QuarkXpress™ or Adobe InDesign®. If submitting application files, provide all supporting graphics and fonts.

Media: Mac or PC formatted CD-R, CD-RW or DVD. We also accept FTP - instructions below.

**Proofs:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.

**Photo Elements:** 300 dpi, actual size; CMYK color model; tif or eps format; no JPEG compression.

**Line Art/Text:** 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.

**Color Tone Values:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.

**Color Mode:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

**Fonts:** When submitting application files, please include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

**Lettering:** Reproduce all reverse lettering with a minimum of colors. Type smaller than 10 point with fine serifs should be avoided.

Ad materials not used within a 12 month period will be discarded.

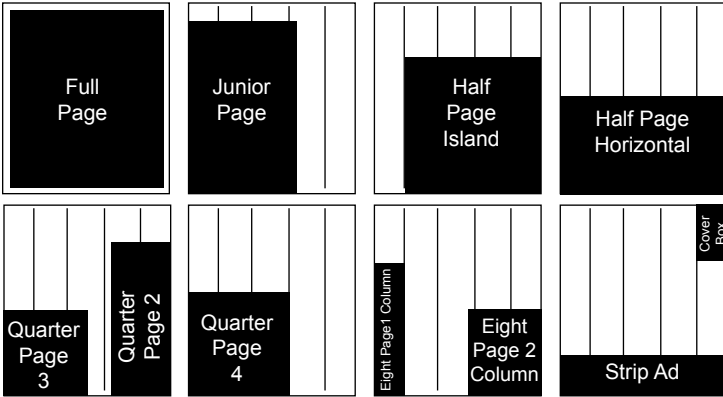
**Please submit new creative/digital data to:**

[www.PentonDigitalAds.com](http://www.PentonDigitalAds.com)

Group: S-Z

Magazine: Supermarket News

## NEW 8-1-11 Display Advertising Formats



## NEW 8-1-11 Display Advertising Sizes

New Pub Trim Size: 10 x 12

Full Page Non Bleed .....	9.5" x 11.5"
Full Page Bleed .....	Trim: 10" x 12" - Bleed: 10.25" x 12.25"
Full Page Spread Non Bleed .....	19.5" x 11.5"
Full Page Spread Bleed .....	Trim: 20" x 12" - Bleed: 20.25" x 12.25"
Jr. Page Non Bleed .....	7" x 9.25"
Jr. Page Bleed .....	Trim: 7.5" x 9.75" - Bleed: 7.75" x 10"
Jr. Page Spread Non Bleed .....	14.875" x 9.25"
Jr. Page Spread Bleed.....	Trim: 14.875" x 9.75" - Bleed: 14.875" x 10"
1/2 Page Island Non Bleed.....	6.875" x 8"
1/2 Page Island Bleed .....	Trim: 7.375" x 8.5" - Bleed: 7.625" x 8.75"
1/2 Page Horizontal Non Bleed .....	9" x 5.75"
1/2 Page Horizontal Bleed .....	Trim: 10" x 6.25" - Bleed: 10.25" x 6.5"
1/4 Page Vertical 2 .....	3.5" x 9.25"
1/4 Page Square 3 .....	5.125" x 5"
1/4 Page Horizontal 4 .....	7" x 4.875"
1/8 Page 1 Column .....	1.75" x 9.375"
1/8 Page 2 Column .....	3.375" x 4.375"
Horizontal Strip Non Bleed .....	9" x 2.625"
Horizontal Strip Bleed .....	Trim: 10" x 3" - Bleed: 10.25" x 3.25"
Front Cover Box .....	1.75" x 3.25"

ALL LIVE MATTER MUST BE 3/8" AWAY FROM TRIM ON ALL SIDES.

Belly Band Bleed:

21.5" x 4.375" - Trim: 21.375" x 4.25" - Live Area: 9.1875" x 3.75"

**Please forward all swop prints to:**

**Donna Brown**

Supermarket News Production Department

9800 Metcalf Avenue

Overland Park, KS 66212

**If you have any questions, please contact Donna Brown**

**Phone: 913.967.7203 • Fax: 913.514.3997 email: [donna.brown@penton.com](mailto:donna.brown@penton.com)**