

## Digital Ad Requirements

**Digital ads are required, film will not be accepted. Please note the acceptable ad formats below. The final file format is a PDF. Production for Clem Labine's Period Homes and Clem Labine's Traditional Building are on PC platform. If you are unable to provide materials in any of the below mentioned formats, please call the production manager.**

Submissions should be set-up for 4-color process printing. Total dot density should not exceed 300% in four colors. SWOP standards apply. All graphics must be set to CMYK and at a high enough resolution (typically 300 dpi for CMYK and grayscale and 600 dpi for line art.) Please submit all files on a CD with proof. E-mail can be used to submit fractional black and white ads only. A compression software like Stuffit must be used to compress the file prior to e-mailing and a proof of your ad must be faxed as well. All color ads must be submitted with a comprehensive high-end, digital color proof with color bars. If the ad is black and white, a laser copy of the ad must be included. The publisher will not be responsible for errors in ads sent in without a hard copy proof. Insertion orders and artwork are due on closing date.

### Preferred File Format: PDF

We accept PDF/X-1a files but request that you download the Ad File Specifications, Distiller settings and PPD from our printer at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com). There are instructions for installing the Distiller settings, the PPD and exporting files as a PDF from InDesign, Quark and Illustrator available on this site. PDFs will be run through PitStop to make sure the file adheres to all specifications.

- 1) File Make-up—PDFs must be single pages. Please do not include more than one ad or page in one PDF. If the ad is a spread, export the file as two separate PDFs.
- 2) Document Size—Full page PDFs must be printed or exported to a PostScript file that is one inch larger than the trim size of the publication. It must include bleed and crop marks. Bleeds should extend 1/8" from the trim on all sides. Crop marks must fall outside of the bleed area. Fractional ads must be printed or exported to a PostScript file that is one inch larger than the size of the ad.
- 3) PostScript Printer Description File—PDFs must be Distilled from PostScript files generated with the PPD available for download from [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com).

To download files from Cadmus Media Works, use Internet Explorer and go to [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com). Select the "Cadmus Media Works Digital File Specs"

icon. Select the platform you are currently working on, either a Mac or PC. Select the "Specifications" link and download the file named "CMW\_Ad\_FileSpecs.pdf". This PDF will provide instructions on downloading the appropriate file for the Distiller settings and PPD available from the "Applications" link and will indicate where the files will need to be placed on your computer. Select the "Applications" link and download specs exporting or printing PostScript files from Adobe InDesign, Adobe Illustrator, or QuarkXpress. Download the file that is compatible with the version of Adobe InDesign, Adobe Illustrator, or QuarkXpress you are running.

### Acceptable File Format: Quark 5

If you are unable to create a PDF as per the above specifications, please send QuarkXpress documents saved in version 4 or higher and collect for output to ensure all necessary files and fonts are included.

- 1) Document Size—Full-page ads, spreads and ads containing bleeds should have a document size equal to the final trim size. All bleeds should be extended 1/8" from the trim. Fractional ads (1/4 page, 1/2 page, etc.) should have a document set only slightly larger than the ad size. The ad should float within the page. This is to make sure that any border around the ad will be fully included in the reproduction.
- 2) Color—All colors in the file should be set to CMYK, no spot colors or PMS colors. Colors will be converted to CMYK, if provided otherwise.
- 3) Images—All images should have a resolution of at least 300 dpi. Sizing images in Quark changes effective resolution. Graphics placed at or close to 100% will assure better reproduction. Graphics set to either a percentage higher than 100% or less than 80% will be resized.
- 4) Fonts—PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). If fonts are not included on the file, replacement fonts will be used. Do not use font menu styling. Do not use True Type fonts. Fonts should be in a separate folder that is stuffed or zipped.



Restore Media, LLC, is publisher of *Clem Labine's Traditional Building* and *Clem Labine's Period Homes* and Tradweb. Producer of the Traditional Building Exhibition and Conference.

45 Main Street, Suite 705, Brooklyn, NY 11201 (718) 636-0788 Fax: (718) 636-0750  
1054 31st Street, NW, Suite 430, Washington, DC 20007 (202) 339-0744 Fax: (202) 339-0749

## Digital Ad requirements *continued*

### Acceptable File Format: Photoshop

If you are unable to create a PDF as per the specifications above, Adobe Photoshop files can be accepted provided the criteria below are met.

- 1) Output—Files should have a resolution of at least 300 dpi. The color mode should be CMYK. If you send a .PSD file you should also include fonts. Save the file as an EPS or TIFF.
- 2) Color—The mode should be CMYK (or Grayscale for B/W files). Monotone or Duotone files are not accepted.
- 3) Fonts—If you are supplying a PSD file then fonts must also be included. PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). If fonts are not included on the file, replacement fonts will be used. Do not use font menu styling.
- 4) Transparencies—Files may not contain Transparency options. Download the specs for Adobe Illustrator files from the "Applications" link at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com) which provide instructions for defining a transparency flattener preset. All transparencies must be flattened in the final page file that is submitted.

### Acceptable File Format: Adobe Illustrator

If you are unable to create a PDF as per the specifications above, Adobe Illustrator files can be accepted provided the criteria below are met.

- 1) Output—Files should be set for high resolution output. Save the file as a CMYK EPS.
- 2) Images—All images should have a resolution of at least 300 dpi. All colors in the file should be set to CMYK, no spot colors or PMS colors. All imported images must be embedded.
- 3) Fonts—Select all text and "Create Outlines". The type is then converted to vector graphics, so screen and printer fonts are no longer needed for the processing of the file.
- 4) Transparencies—Files may not contain Transparency options. Download the specs for Adobe Illustrator files from the "Applications" link at [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com) which provide instructions for defining a transparency flattener preset. All transparencies must be flattened in the final page file that is submitted.

### Acceptable File Format: Adobe InDesign

If you are unable to create a PDF as per the specifications above because you do not have Distiller, convert all fonts in the file to vector outlines and save the file as a PDF using Adobe InDesign's Adobe PDF Library. Adobe InDesign files are accepted provided the criteria below are met. Be

sure to supply all of the elements that are used in the ad: fonts, art files, and high resolution images.

- 1) Document Size—Full-page ads, spreads and ads containing bleeds should have a document size equal to the final trim size. All bleeds should be extended 1/8" from the trim. Fractional ads (1/4 page, 1/2 page, etc.) should have a document set only slightly larger than the ad size.
- 2) Color—All colors in the file should be set to CMYK, no spot colors or PMS colors. Colors will be converted to CMYK, if provided otherwise.
- 3) Images—All images should have a resolution of at least 300 dpi. Custom effects should be applied to a graphic file prior to import into InDesign. Avoid using third party Plug-Ins in the layout.
- 4) Fonts—PostScript fonts are preferred and should include both the screen font (the suitcase) and the printer font (this file contains PostScript font information that is necessary for high quality reproduction). Do not use font menu styling. If you are saving the file as a PDF using Adobe PDF Library, please select all fonts and choose "Convert to Outlines" under the "Type" pull down menu. This will eliminate fonts becoming CID encoded and prevent errors with fonts in the PDF once the file is imported into QuarkXpress for page processing.
- 5) Transparencies—Files may not contain transparencies. Define a transparency flattener preset as instructed on the specs available for download from [www.cadmusmediaworks.com](http://www.cadmusmediaworks.com).

### Not Accepted

These files will not be accepted for printing. If you are unable to provide materials according to the specs listed above, please call the Production Manager.

- \* Macromedia FreeHand EPS
- \* Word Documents
- \* CorelDraw
- \* Microsoft Publisher

#### Send materials to:

Nancy Goodman  
Production Manager  
Traditional Building/Period Homes  
45 Main Street, Suite 705  
Brooklyn, NY 11201  
718.636.0788, ext. 24  
718.636.0750 fax  
[ngoodman@restoremedia.com](mailto:ngoodman@restoremedia.com)



Restore Media, LLC, is publisher of *Clem Labine's Traditional Building* and *Clem Labine's Period Homes* and Tradweb. Producer of the Traditional Building Exhibition and Conference.

45 Main Street, Suite 705, Brooklyn, NY 11201 (718) 636-0788 Fax: (718) 636-0750  
1054 31st Street, NW, Suite 430, Washington, DC 20007 (202) 339-0744 Fax: (202) 339-0749