

Thank you for advertising with us. In order to give you the best reproduction at the best possible price we print computer-to-plate. Improperly prepared files increase the chances of an error being made in printing your ad—an error for which we cannot be responsible for. If you have questions, please call our Production Department at 805-682-1300, or e-mail production@forester.net.

Media: MAC-formatted CD with collected files, including all links and all fonts; or high-resolution PDF file with imbedded images and fonts.

Collected File Formats: Adobe InDesign is preferred, but we will also accept QuarkXPress, Adobe Photoshop and Adobe Illustrator. No Word Publisher files. Do not send multiple files. Send one file only, the one from which you want us to print.

PDF Submission: 300 dpi for image resolution. Embed all fonts. Do not compress images. Downsample at 600 dpi. You may email a PDF file (identify your materials!) or upload to the Forester ftp site, but you should send a hard copy proof via mail. Things can go wrong! If file is too large to send via email or ftp you may compress using Stuffit. Please e-mail to production@forester.net to request ftp upload information.

Element Formats: High-resolution jpeg, EPS, and TIFF for images and scans, Adobe Postscript Level 2 (fonts).

Fonts: All included fonts should be Adobe Postscript Level 2, unless the text is created in Photoshop or converted to outlines in Illustrator. Both the screen and printer font types used in your file must be included on your disk or upload. Do not apply style attributes to basic (menu) fonts. If you are using bold or italic type, you must submit printer and screen fonts. We do not accept Windows or printer-embedded fonts.

Build Ad to Bleed Size, Use Live Area: For a full-page, nonbleed ad, float it on the page and place crop marks at bleed size. Do not place type or nonbleed items closer than 1/4 inch to trim, or 3/8 inches to bleed.

Content and Position Proofs: Supply hard-copy proofs printed from the digital file submitted. If the proof doesn't match your files, we can't be responsible for the printing outcome. Black and white for 1-color ads, 4-color for color ads; we accept color lasers for content comparison but cannot match color unless you supply us with an Iris or other high-quality proof. Fax proofs are acceptable for line copy only (not for photographs or illustrations).

PC Submission: Submit as a PDF or TIFF. If submitting in PC Quark or other PC programs indicate the extension in the file name. For example: filename.qxd (or .eps, .psd, etc.).

Label Your Materials: We publish six different magazines, so please indicate in which magazine and issue you would like your ad placed. If e-mailing your ad, include this information in the subject line. List contact email address and phone number of file preparer (Please note: CDs and proofs will not be returned).

Inserts: Approval of insert content and printing specifications is required prior to acceptance.

Printing: Web offset. Computer-to-plate. Binding: Perfect bound. AAAA/MPA/ASP Offset Standards apply. Four-color solids should not exceed SWOP intensity of 300%.

Mechanical Requirements

Ad Size	Width	Depth	Width	Depth
1 page, live area, nonbleed	7 13/16"	10 9/16"		
1 page, bleed included	8 1/4"	11 1/8"		
2/3 page	4 7/8"	9 7/8"		
1/2 page island	4 7/8"	7 3/8"		
1/2 page HORIZONTAL	7 1/2"	4 7/8"	VERTICAL 3 1/2"	9 7/8"
1/3 page VERTICAL	2 5/16"	9 7/8"	SQUARE 4 7/8"	4 7/8"
1/4 page	3 1/2"	4 7/8"		
1/6 page	2 5/16"	4 7/8"	(1/6 page: Erosion Control & MSW only)	

Trim Size: 8 1/8" x 10 7/8" • Live Area: 7 5/8" x 10 3/8" (1/4" from trim, 3/8" from bleed)

Two-Page Spread Bleed Size: 16 1/2" x 11 1/8" • Trim Size: 16 1/4" x 10 7/8"

Half-Page Spread Bleed Size: 16 1/2" x 5 3/4" • Trim Size: 16 1/4" x 5 5/8"

(For all spread ads keep crucial live matter 3/8 inches from gutter. Try to avoid running type through the gutter.)