

# Serendipity Magazine Ad Specs & Guidelines

## Production Notes/Digital Requirements

AD SIZE	WIDTH & HEIGHT	WITH BLEED
Full page	8 x 10.5"	9 x 11.5"
Full page spread		17.5 x 11.5"
One-half page horizontal	8 x 5.125"	9 x 5.875"
One-half page vertical	3.875 x 10.5"	4.625 x 11.5"
One-quarter page	3.875 x 5.125"	

**Final Trim Size:** magazine, full page ad, is 8.5 x 11"  
 ½ page horizontal trims at 8.5 x 5.375"  
 ½ page vertical trims at 4.125 x 11"

**Bleed:** Please extend bleed ¼" on all sides, include crop marks. Bleed ad dimensions above include this allowance.

**Live Area:** Keep all live matter at least ⅜" from final trim size on all sides. Trimming of ad content may occur otherwise.

**Gutter Safety:** Keep all critical matter ½" from the gutter.

**Printing Process:** Four-color process (cmyk). Perfect bound.

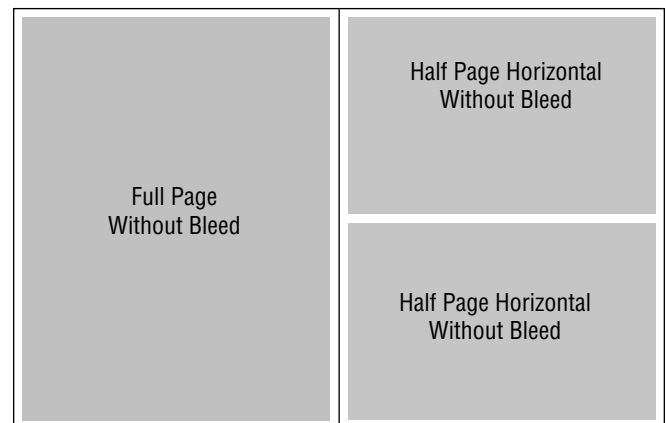
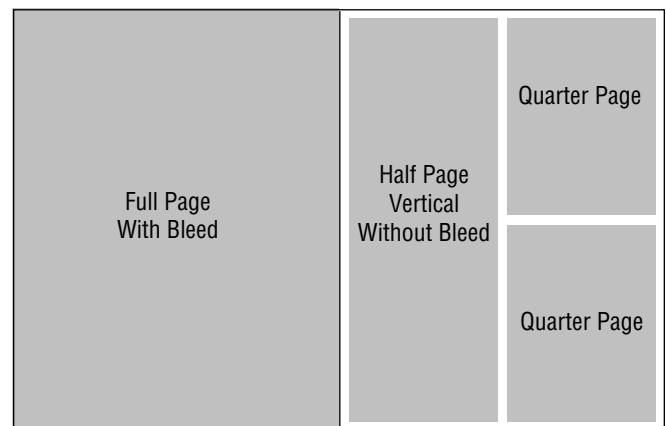
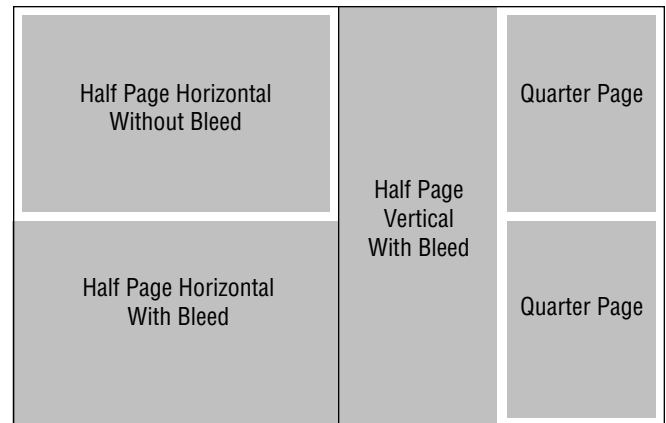
**Screens:** 150-line preferred. Total printing tone value should not exceed 270 percent.

## General Guidelines:

- Build document to ad size.
- Be sure to extend bleed by ¼" on all sides, and allow at least ⅜" on all sides for live area as trimming of ad content may occur otherwise.
- Include crop marks with all bleed ads. Do not include any marks in image area.
- Images and graphics should be 300 dpi, or no less than 266 dpi.
- Convert all colors to cmyk. All colors must be converted to cmyk prior to creating pdf files.
- No rgb images. No spot or pantone colors.
- No jpeg, pict, gif, Microsoft Publisher or Microsoft Word accepted.
- Do not nest eps file inside, or other eps files, or embed ICC profile within images.
- Postscript or Open type Mac fonts only.
- Run preflighting software whenever possible and provide report.
- **If files supplied require intervention, the advertiser will be billed at \$125 per hour.**

## Color Guide:

All digital files must be accompanied by a SWOP-certified color guide. **All files supplied without acceptable color guide will waive all implied guarantee of color reproduction and will be subject to additional production charges for work or proofs required.**



*Serendipity*

P.O. Box 2284  
 Cypress, Ca 90630  
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Caroline Chang, Publisher  
 carolinechang@theserendipitymagazine.com

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## Digital Files:

Advertiser must specify format, software, and version used, and include all fonts and graphics. Ads should be submitted, in order of preference:

**PDF** Ensure all links are valid and images are CMYK tiffs or eps. Write a postscript file using a high-quality or postscript driver, and distill separately using press-quality job options with compatibility of *Acrobat 4 (PDF 1.3)*. Resolution of *2400 dpi*, auto-rotate pages to *off*, and binding is *left*. Sampling image should be set to *off*, with automatic jpeg compression, and image quality set to maximum. *CCITT Group 4* compression for monochrome images. Embed all fonts. Change color settings to *color management off*, *uncheck* all preserve color information, and remove all transfer functions. Do not preserve OPI comments. Change transparency flattener resolution to *2400 dpi* and gradient resolution to *300 dpi*. Convert all text and strokes to outlines. A Distiller job options file can also be provided, upon request.

**TIFF** *300 dpi* minimum, *CMYK* color mode. Turn color management *off* and *uncheck* ICC profiles. Do not use jpeg compression.

**EPS** Convert all fonts to outlines. Use only *CMYK* images. Do not trap colors. "Save page as eps" document build in Quark are not accepted.

## Fonts:

- Convert all fonts to outline; or
- Include a copy of ALL fonts used in you files. If EPS images are linked, be sure to include all linked fonts as well. Be sure to include both printer fonts and screen fonts for your files. All fonts must be Postscript Type I. TrueType and Multi Master format will not be accepted.
- PC fonts will not be accepted.

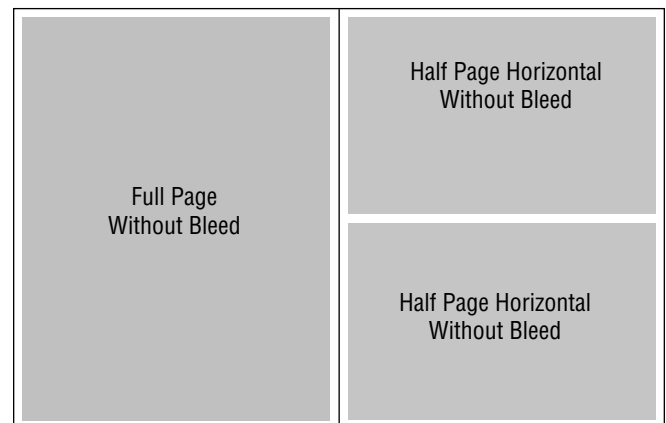
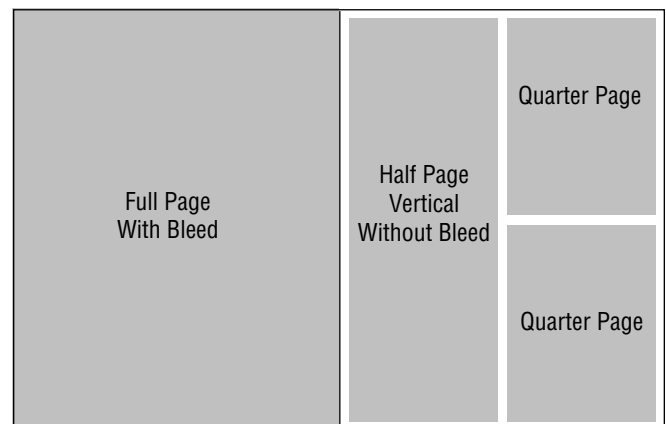
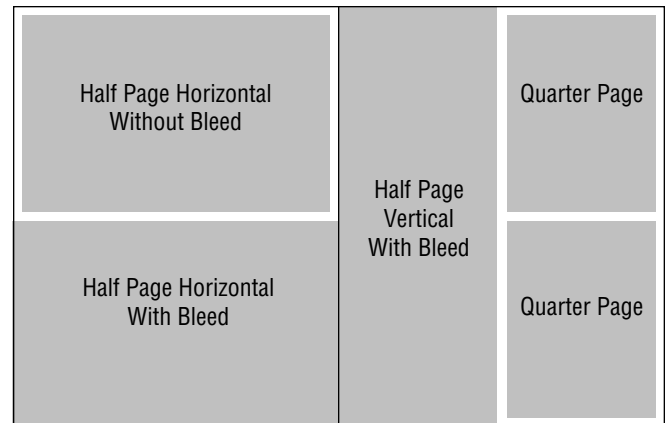
## Disclaimer:

- *Serendipity* is not responsible for ads sent without proofs or ads not meeting the specification guidelines and requirements.
- *Serendipity* uses a premium grade gloss coated paper stock. Please note that some show-through may be visible on very light ad creative or white areas. *Serendipity* is not responsible for any show-through.
- Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed.
- Advertisers are responsible for the content of their ads or materials.
- Advertising materials delivered beyond deadline may be subject to additional charges.

## Shipping Instructions:

All advertising material should be sent to:

Caroline Chang  
P.O. Box 2284  
Cypress, Ca 90630



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