

MATERIALS FORMAT: Macintosh

PRINTING PROCESS – Web Offset (SWOP).

FILE COLLECTION – Please submit all layout, graphic and font files needed as well as a PDF Soft-proof. If possible, use the “Package” or “Collect” function within your layout application to insure all files needed is collected properly.

SUPPORTED SOFTWARE – When building your ad, please use the following programs: **Adobe InDesign 4.0 (CS2), QuarkXpress 6, Adobe Photoshop 8 and Adobe Illustrator 11.** If you are submitting your collected layout as **InDesign CS3, CS4 or CS5,** you must include the INX (InDesign Interchange) file, as we do not support these file versions. To do this go to: File → Export → [Format:InDesign Interchange]. Save the INX file with your collected document.

PAGE SIZE –

- **Full-page advertisements with bleed:** Submit file with a trim dimension of, 4” (Width) x 10.75” (Height). Please refer to Bleeds* below for specs to create bleeds.
- **Full-page advertisements without bleed:** Submit file with ad dimension of, 3.5” (Width) x 10.25” (Height).
- **Full-page double-truck advertisements:** Submit file with a document total dimensions (trim size) of, 8” (Width) x 10.75” (Height). Be sure use two (2) facing-pages in the layout, each page being 4” x 10.75”. Also, be careful to keep important information away from the gutter.
- **Partial-page advertisement:** Submit file with dimensions equal to the advertisement size (see ad sizes at bottom of sheet). For “Gatefold” and “Section Cover Adjacency” ad specifications, please contact our Production Department for more information.
- ***Bleeds** – Bleeds should measure 1/8 inch (.125”) past the trim dimensions. To create bleeds, extend images or picture boxes 1/8” outside of the document trim area (i.e. if the document is 4” x 10.75”, after adding bleed the total document dimension is now 4.25” x 11”). Bleeds for Unique Ad Positions (Inside Back Cover and Outside Back Cover) a bleed of .25” must be used.

ADVERTISEMENT “LIVE AREA” – Please keep all images and ad copy WITHIN THE LIVE AREA (specified below). This is to ensure your images or ad copy does not get cut away during binding.

COLOR FORMAT FOR IMAGES – Four-color process (CMYK). All digital scans, bitmap art, vector art and layout colors must be in CMYK (process) color format. All custom colors also must be specified as PROCESS CMYK as well. **All PMS, CUSTOM SPOT or RGB colors will be converted to process colors in-house if you are unable to do so. Any color variance due to this conversion will print as is.** Grayscale & Bitmap formats are also accepted.

FILE FORMATS – EPS (Encapsulated Postscript) or TIF (Tagged Image File Format) composite files only is acceptable. **All ads submitted as high-resolution PDF must be certified as “PDF/X-1a:2001.” Please preflight your final PDF against this profile.**

IMAGE RESOLUTION – For 4-color images: 266 dpi min.–300 dpi max. Bitmap files must be; 1000 dpi min.–1200 dpi max. **NOTE: All images to be used on the “front” of Gold Bars need to be in BITMAP mode.**

FONTS – Please use **PostScript Type 1 fonts ONLY.** Fonts used within your graphic files (Illustrator/Freehand files) also must be **Type 1** fonts. **DO NOT USE TrueType** in your layout or embedded graphics. If you need to use TrueType fonts, convert all of your copy into “outline” fonts. **Do not use type attributes in the QuarkXpress measurement box.** (i.e. bold, italic, shadow, etc.)

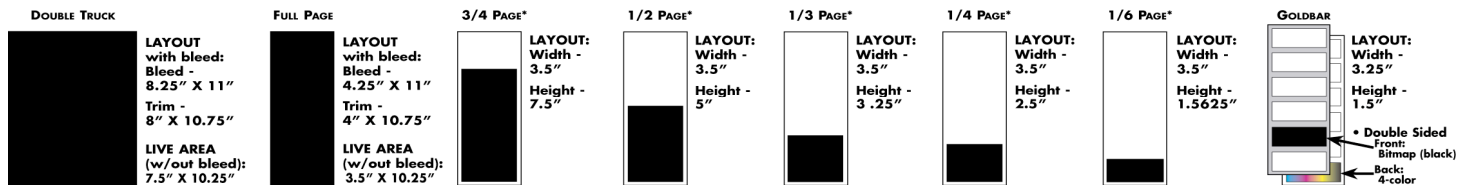
MEDIA FOR TRANSPORT – Final ad submission can be sent via our Online Drop-box at: <http://dropbox.yousendit.com/SpotlightProduction>. If you are submitting collected ad files, please compress all files as .zip or .sit before submission. Contact our Production Department at, production@spotlighthawaii.com, for more information.

For a detailed description of our Digital Requirements download the PDF at: www.SpotlightHawaii.com/digitalreq/.

Production Charges:

Advertising rates are based on publisher receiving digital files as specified. Material(s) submitted in any other form than outlined under digital requirements is subject to Production charges. If negatives are submitted as camera-ready artwork, conversion charges will be applied to convert all material to digital format. Charges will also be made for any adjustments made to materials that are less than acceptable for reproduction and if it does not meet the digital requirements outlined above. The publication assumes no responsibility for ads produced using client supplied negatives and materials that require camera work. Requests for ad materials to be used outside Spotlight Hawaii Publishing will be billable at cost.

Ad Sizes



Spotlight Hawaii Publishing – Production Department

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