

MATERIALS FORMAT: Macintosh

PRINTING PROCESS – Web Offset (SWOP).

FILES – Please submit all layout, graphic and font files needed. When sending files electronically, also include a PDF file as a soft-proof.

SUPPORTED SOFTWARE – When building your ad, please use the following programs: **QuarkXpress 3.31–6, Adobe InDesign 4.0, Adobe Photoshop 5.0–8 & Adobe Illustrator 5.0 – 11.**

PAGE SIZE –

- **Full-page advertisements:** Submit file with a document total dimensions (trim size) of, 4” (Width) x 10.75” (Height). Do not create a page size larger to accommodate bleed*.
- **Two-page 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 below). For Gatefold ad specifications, please contact our Production Department for more information.
- ***Bleeds** – Bleeds should measure 1/8 inch (.125”) past the document total dimensions (trim). To create bleeds, extend images or picture boxes 1/8” outside of the document (i.e. if the document is 4” x 4”, when adding bleed the document is now 4.125” x 4.125”). Bleeds for Unique Ad Positions (Inside Back Cover and Outside Back Cover) a bleed of .25” must be used.

LIVE AREA – Please keep all type and important graphics WITHIN THE LIVE AREA specified below. This is to ensure your pictures or information 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 color format. All custom colors also must be specified as PROCESS CMYK as well. **All PMS and CUSTOM SPOT colors will be converted to process colors.** Grayscale & Bitmap formats are also accepted. **Please do not submit files in the RGB color mode.** If the color format of your images are in RGB (Red, Green, Blue) mode, they will print black. To avoid this, convert the images to CMYK. Choose “Image ⇒ Mode ⇒ CMYK Color” in Adobe Photoshop.

FILE FORMATS – EPS (Encapsulated Postscript) or TIF (Tagged Image File Format) composite files only (1 file per image) is acceptable. Please do not submit DCS (Desktop Color Separation) files (multiple files per image). **Ad submitted as PDFs will ONLY be used as a soft-proof and will not be accepted as final artwork (camera ready).**

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 the layout or embedded graphics. If you need to use TrueType fonts, convert all of your copy into “outline.” **Do not use type attributes in the QuarkXpress measurement box.** (i.e. bold, italic, shadow, etc.)

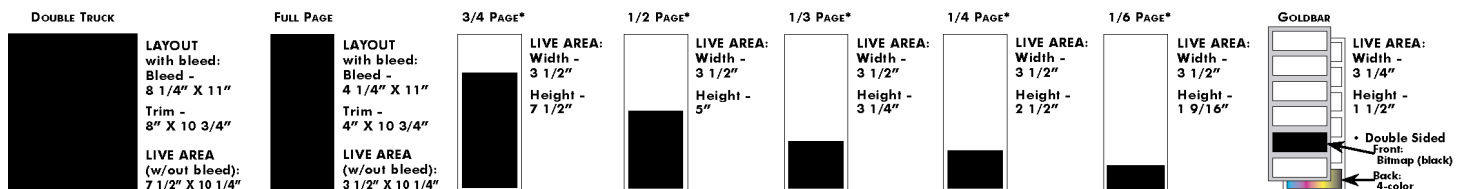
MEDIA FOR TRANSPORT – CD, DVD or via our online drop-box. Please contact our Production Department for more information regarding access to the drop-box.

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

532 Cummins Street, Honolulu, Hawaii 96814 • Office: 808-593-9404 • Fax: 808-593-9494
Web: www.spotlighthawaii.com • E-mail: production@spotlighthawaii.com