



# ASBI MEMBERSHIP DIRECTORY

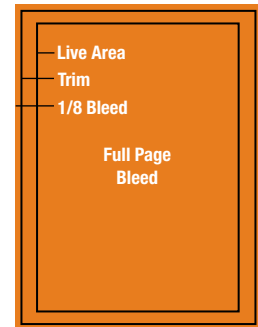
## ADVERTISING DIGITAL REQUIREMENTS

### Mechanical Specifications – General Requirements:

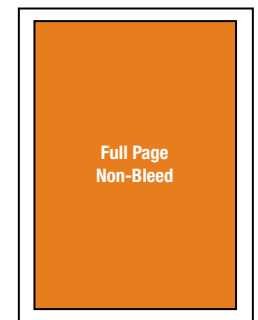
#### Digital ad files are REQUIRED.

ASBI Membership Directory is a 4 color, computer-to-plate publication.

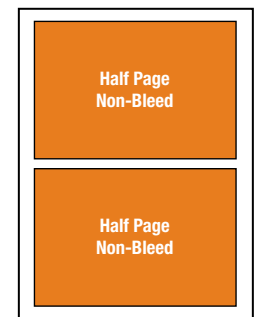
Final Trim Size	8 <sup>1</sup> / <sub>2</sub> x 11 (7.5 x 10) inches. All pertinent matter should be kept <sup>1</sup> / <sub>2</sub> inch from trim on all four sides. (Ads must be created at 100% of size)
Non-Bleed ad	7 <sup>1</sup> / <sub>2</sub> x 10 (7.5 x 10) inches.
Live Area	7 <sup>1</sup> / <sub>2</sub> x 10 (7.5 x 10) inches.
Half Page ad	7 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub> (7.5 x 4.875) inches
Spread Ads	17 x 11 inches. All pertinent matter should be kept <sup>1</sup> / <sub>4</sub> inch from the gutter on both sides ( <sup>1</sup> / <sub>2</sub> inch total). <b>Spread ads MUST be on two pages, not one.</b>
Line Screen	150 line = Hi Resolution: 2 X Line Screen = 300 dpi at 100%
Crops	Set at final trim size, and extend bleed <sup>1</sup> / <sub>8</sub> inch beyond trim size.



Bleed Ad  
8<sup>1</sup>/<sub>2</sub> x 11 (7.5 x 10)



Non-Bleed Ad  
7<sup>1</sup>/<sub>2</sub> x 10 (7.5 x 10)



Half Page  
Non-Bleed Ad  
7<sup>1</sup>/<sub>2</sub> x 4<sup>7</sup>/<sub>8</sub> (7.5 x 4.875)

### Electronic files should be submitted as follows:

**Files must be supplied as CMYK;** files supplied as RGB or Pantone must be converted prior to printing. The Publisher is not responsible for color shifts due to files created in RGB, Pantone or shifts in color due to the difference between the file and the proof.

**NOTE:** We preflight all ads to find problems such as missing fonts, low resolution photos or color problems. We are not responsible for improperly prepared files. We will attempt to notify agency/advertiser if we find a problem with your native files or pdfs. **PDF files cannot be altered once we receive them, so any changes necessary will need to be submitted as a new file. The publisher is not responsible for improperly submitted files, but will request that they be resubmitted.** If you have any questions please call us at 847.564.5409.

PDFs	<b>Acrobat 5 (PDF 1.4) files are preferred. PDF files must be created using InDesign 2 (or later) or Acrobat Distiller 4 (or later).</b> All PDFs must have crop marks with <sup>1</sup> / <sub>8</sub> inch bleed, (see above) and be hi-resolution with all fonts and graphics embedded.
Page files	<b>All page files must be provided in Mac format,</b> Adobe InDesign 2 (or later) or QuarkXPress 4 (or later) files, including all fonts (screen and printer) and all high resolution (300 dpi) graphic files.
Graphic files	All illustrations, logos, etc. must be provided in Illustrator, Freehand or Photoshop.
Photo images	All high resolution files must be supplied. (100% size at 300 dpi) <b>Files must be CMYK, EPS or TIF files.</b>
Fonts	All screen and printer fonts must be included. Also include all fonts used in any Illustrator or Freehand files, if applicable.
Proofs	A Matchprint quality color proof is preferred for color correction on press. <b>A laser quality proof must be supplied with all media.</b> A laser proof is not color correct and cannot be matched on press. Publisher will get as close a possible.
Media	Macintosh files must be supplied on a CD, DVD or Iomega Zip disk (100 MB or 250 MB).
Return of Media	Materials will be retained by the Publisher for one year unless otherwise requested. The Publisher is not responsible for keeping material beyond one year and will discard if return is not requested.

### Any Questions In Preparation – Call:



Leader Graphic Design, Inc.  
(847) 564-5409

### Send All Digital Materials To:

Mark Leader  
Leader Graphic Design, Inc.  
5410 Newport Drive, Suite 44  
Rolling Meadows, IL 60008