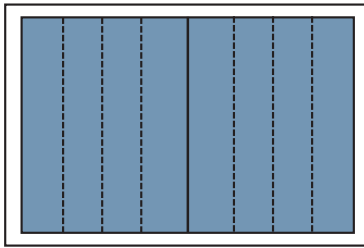
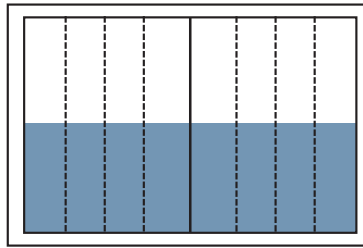


AD SPECS



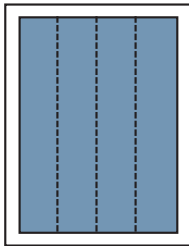
SPREAD

Bleed: 18 1/2" x 11 1/8"
Trim: 18" x 10 7/8"



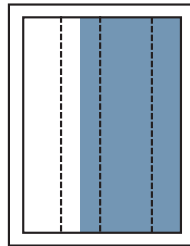
1/2 HORIZONTAL SPREAD

Bleed: 18 1/2" x 5 7/8"
Trim: 18" x 5 5/8"



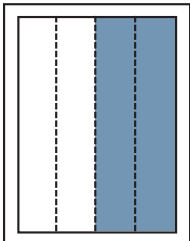
FULL PAGE

Bleed: 9 1/4" x 11 1/8"
Trim: 9" x 10 7/8"



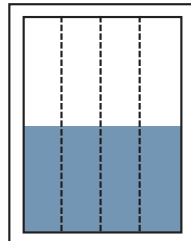
JUNIOR PAGE

Bleed: 6 1/4" x 11 1/8"
Trim: 5 7/8" x 10 7/8"



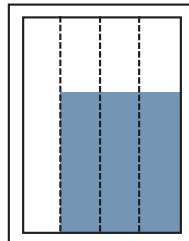
1/2 PAGE VERTICAL

Bleed: 4 5/8" x 11 1/8"
Trim: 4 3/8" x 10 7/8"



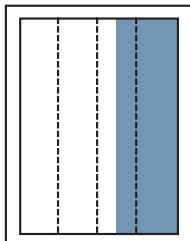
1/2 PAGE HORIZONTAL

Bleed: 9 1/4" x 5 7/8"
Trim: 9" x 5 5/8"



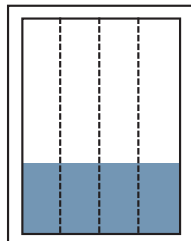
1/2 ISLAND

Bleed: 6 1/8" x 7 7/8"
Trim: 5 7/8" x 7 3/4"



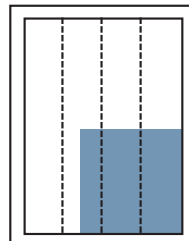
1/3 PAGE VERTICAL

Bleed: 3 3/8" x 11 1/8"
Trim: 3 1/8" x 10 7/8"



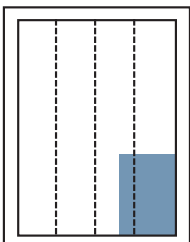
1/3 PAGE HORIZONTAL

Bleed: 9 1/4" x 4 1/8"
Trim: 9" x 3 7/8"



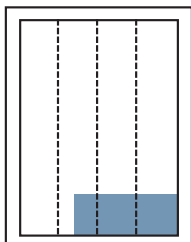
1/3 PAGE SQUARE

5 1/4" x 5 1/8"



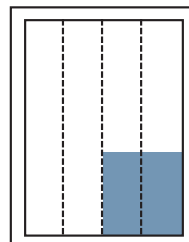
1/6 PAGE VERTICAL

2 1/2" x 4 7/8"



1/6 PAGE HORIZONTAL

4 7/8" x 2 1/2"



1/4 PAGE VERTICAL

3 3/4" x 5"

How To Use The New Ad Portal Site -
<http://www.newbayadportal.com>
Accepted file format for digital ad files is
Adobe® Acrobat® PDF/X-1a files.

When using this site, all pages must be sent as individual PDF files.

1. Go to: <http://www.newbayadportal.com>
2. Click on "Create Your Account" button.
3. Fill out the necessary information (name, phone #, e-mail address, etc.).
4. Create your own username & password. **That's it!**

When uploading an ad, **logged in,**

1. Click on "Submit a New Ad or Pickup Ad"
2. Choose the title from the selection, Press continue
3. Choose issue type (Tabloid), issue date, Ad Size, and Bleed from drop-down menu
4. Fill in all other pertinent information (Headline, Advertiser, special notes, color, etc.)
5. Navigate to PDF file through "Browse" button
6. Select file and choose "upload File"
7. You will then see a preview of your ad.

Approve preview by pressing the REVIEW POSITION button.

8. Press the **REJECT** or **APPROVE** button.

You will receive a confirmation that your ad was successfully uploaded.

Then you'll receive an e-mail from newbayadportal.com that specifies whether your ad passed or failed.

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Make it PDFx1a

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PDFx1a is our Preferred File Format

PDFx1a are standards that have been set for PDFs used to print. PDFx1a files mean that the file is trapped correctly, fonts are embedded and colors are CMYK. Trim size and resolution are not part of the criteria of X1a.

Why Make it a PDF?

NewBay Media produces its many magazines using a "PDF workflow". Before the magazine is printed, all incoming digital files are preflighted and converted to one common file format - the PDF.

The PDF Advantages

PDF files are compact in size and are easy to print and transmit via the internet. When we receive a correct PDF file, minimal intervention is needed prior to the final press run. The ad will print exactly as designed!

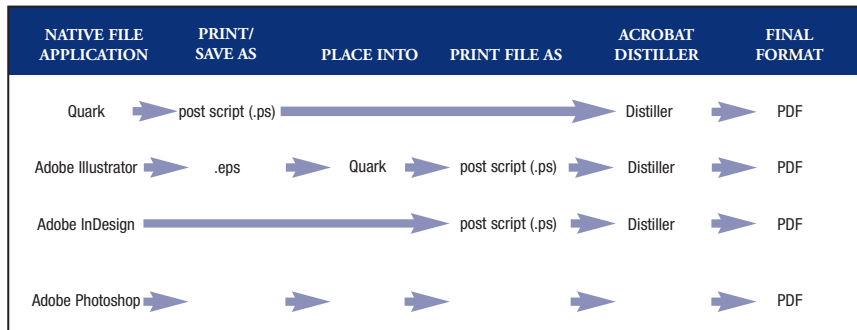
What you should Know

It is critical that strict specification guidelines are followed when creating your PDF. File errors occur when ads are not created to size, use non-Adobe nonembedded fonts, contain non-CMYK color (RGB, index, or Lab color images). Files should not contain composite fonts or any ICC profiles. PDFs should not be ripped or trapped. Everytime a specification is violated, a notification will be sent to the client indicating specific errors. Another key point to be aware of is that PDF files display on your monitor in RGB color and this could be misleading and should not be used as a way to check color accuracy.

The "How-To" on PDF

Making a PDF is easy. Follow the step-by-step Acrobat 6.0 distilling process found in our specifications. If your ad is color critical remember to send along a SWOP standard proof with your PDF file.

The chart below illustrates the best way to create a print ready PDFs if you are starting from a native application.



ICONS AND EXTENSIONS OF PREFERRED PROGRAMS

	PDF files are our preferred file format for receiving ads to run in our magazines. Save your file as a Postscript, then create a pdf out of Acrobat Distiller using the settings shown to the right.
	We accept all native Quark documents. Always include all images and font files.
	Preferred format for image files is Photoshop tif or eps files, or Illustrator eps files.
	Preferred font format is Adobe Type 1. Always outline any OpenType or fonts, as they fail our workflow.
	InDesign is our preferred layout program for receiving native files. If sending a pdf, please avoid OpenType font conflicts by either outlining the fonts or saving the file as a postscript and distilling it to a pdf using the settings shown to the right.

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Warning!

The Distiller settings below must be used to distill native application postscript files into a PDF. If the PDF is created directly from an application other than Distiller it will NOT be compliant.

The screenshots show the following settings:

- General Tab:** Description: ACROBAT DISTILLER 6; File Options: Compatibility: Acrobat 4.0 (PDF 1.3); Object-Level Compression: Off; Auto-Rotate Pages: Off; Binding: Left; Resolution: 2400 dots per inch; All Pages selected; Embed Thumbnails checked; Optimize For Fast Web View unchecked; Default Page Size: Width: 612.000, Height: 792.000.
- Color Images Tab:** Sampling: Bicubic Downsampling to 300 pixels per inch for images above: 450 pixels per inch; Compression: ZIP.
- Grayscale Images Tab:** Sampling: Bicubic Downsampling to 300 pixels per inch for images above: 450 pixels per inch; Compression: ZIP.
- Monochrome Images Tab:** Sampling: Off for images above: 1200 pixels per inch; Compression: CCITT Group 4; Anti-Alias to gray: Off.
- Fonts Tab:** Embed All Fonts checked; Subset Embedded Fonts When Percent Of Characters Used Is Less Than: 100%; When embedding fails: Cancel job.
- Embedding Tab:** Font Source: Mac-43586:Users:43586:L; Always Embed Font selected; Never Embed Font selected.
- Advanced Tab:** Settings File: None; Color Management Policies: Leave Color Unchanged; Rendering Intent: Default; Working Spaces: Gray: None; RGB: ColorMatch RGB; CMYK: U.S. Sheetfed Uncoated v2; Device-Dependent Data: Preserve Under Color Removal and Black Generation checked; When transfer functions are found: Preserve; Preserve Halftone Information checked.
- PDF/X Tab:** Options: Allow PostScript file to override Adobe PDF Settings unchecked; Allow PostScript XObjects checked; Convert gradients to smooth shades checked; Create Job Definition Format (JDF) file checked; Preserve Level 2 copypage semantics checked; Preserve Overprint Settings checked; Overprinting default is nonzero overprinting checked; Save Adobe PDF Settings inside PDF file unchecked; Save original JPEG images in PDF if possible unchecked; Save Portable Job Ticket Inside PDF file unchecked; Use Prologue.ps and Epilogue.ps checked; Document Structuring Conventions (DSC): Process DSC comments checked; Log DSC warnings unchecked; Preserve EPS information from DSC unchecked; Preserve OPI comments unchecked; Preserve document information from DSC unchecked; Resize page and center artwork for EPS files checked.

The above screen captures are from our Distiller settings called Prinerigy_Pages.joboptions which can be used in Distiller versions 4, 5 and 6.