

Northern California Screenwriters

Ad Mechanical Specifications

Northern California Screenwriter's art department is a Macintosh environment. All PC files should be converted to Macintosh readable files before being submitted for publication. Please have a service bureau near you convert files to the appropriate type, if necessary.

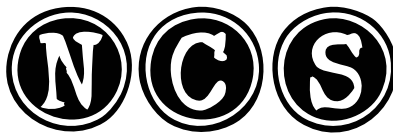
<u>FILE TYPES</u>	<u>MEDIA</u>	<u>FILE SIZE/RESOLUTION</u>
EPS	FTP	300 dpi (at full size)
AI	E-mail	
INDD	Compact Disc	
TIFF		
PDF (use press quality print setting)		

Please make sure that you create your ad to be print ready for publishing. The original ad needs to be created at full print size and 300 dpi. Images created at any resolution lower than 300 dpi will print blurry and or pixelated. Do not size up low resolution images to 300 dpi as this will also result in poor print quality.

FILE REQUIREMENTS CHECKLIST

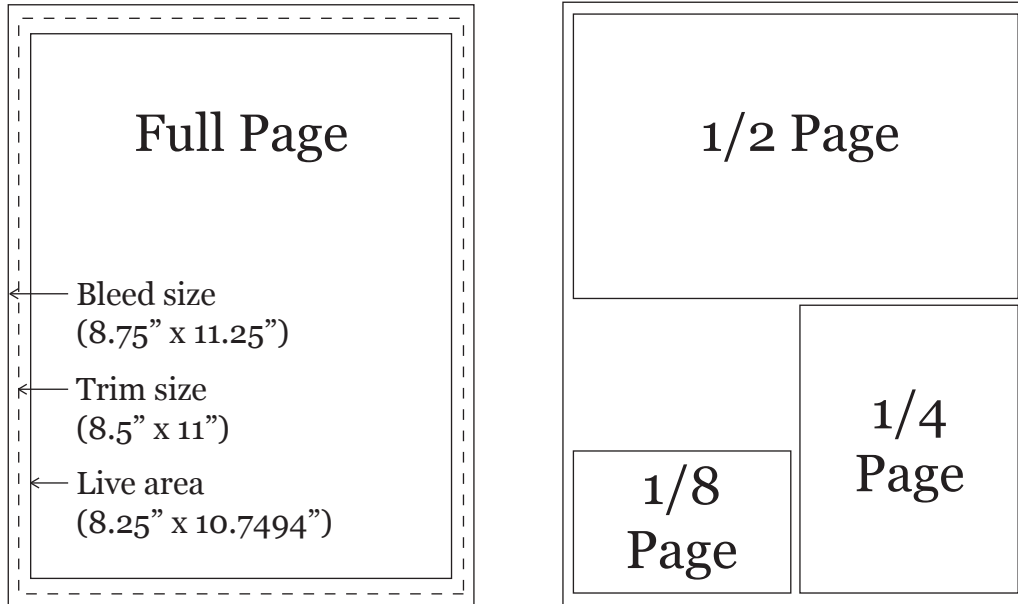
Make sure your ad files include the following:

- A list of contacts for the ad. include the advertiser, advertising agency or ad designer and phone number for each.
- All files must be submitted by FTP (please e-mail jen@norcalscreenwriters.com for further details), e-mail or cd.
- A color hardcopy printout of ad required for proofing purposes.
- Conversion to CMYK or grayscale. No RGB or Pantone; CMYK only.
- All files are either editable files such as .EPS, .AI, .INDD, or converted to a .TIFF or high resolution pdf.
- Copy for full page ads must fall within 1/8" margin from trim to avoid cropping during trim stage.
- Full page ads — Add 1/8" bleed all the way around so image will extend past page size to ensure ink coverage goes to the very edge of the end product.



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Ad Size* in inches

	W	x	H
Full page trim	8.5"	x	11"
Full page with bleed	8.75"	x	11.25"
Full page live area	8.25"	x	10.7494"
1/2 Page	8.25"	x	5.25"
1/4 Page	4"	x	5.25"
1/8 Page	4"	x	2.625"

*Measurements for ad sizes NOT to be inverted