

Display Advertising Size Requirements

Bleed: 1/8" Safety: Keep live matter 1/4" from trim

SPACE UNIT	TRIM SIZE	BLEED	NON-BLEED
1/3 page vertical	2.625" x 10.812"	2.875" x 11.062"	2.250" x 9.688"
1/2 page horizontal	8.125" x 5.250"	8.375" x 5.500"	7.000" x 4.750"
1/2 page island	4.625" x 7.187"	N/A	4.625" x 7.187"
2/3 page vertical	5.062" x 10.812"	5.312" x 11.062"	4.625" x 9.687"
Full page	8.125" x 10.812"	8.375" x 11.062"	7.000" x 9.687"
2 page 1/2 horiz. spread	16.250" x 5.250"	16.500" x 5.500"	15.500" x 4.750"
2-page spread*	16.250" x 10.812"	16.500" x 11.062"	15.500" x 9.687"

Each magazine is printed web offset: perfect bound and jogs to the foot. Keep live matter 1/4" from trim: head, foot, and sides.

*Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread. Any images that crossover should be double burned 1/32" on each side to ensure correct alignment.

Send all advertising and production materials to:

DIGITAL TV & SOUND QUALITY ASSURANCE MANAGER
 CurtCo Robb HE, LLC
 29160 Heathercliff Road, Suite 200
 Malibu, CA 90265
 310.589.7700

Advertising Materials

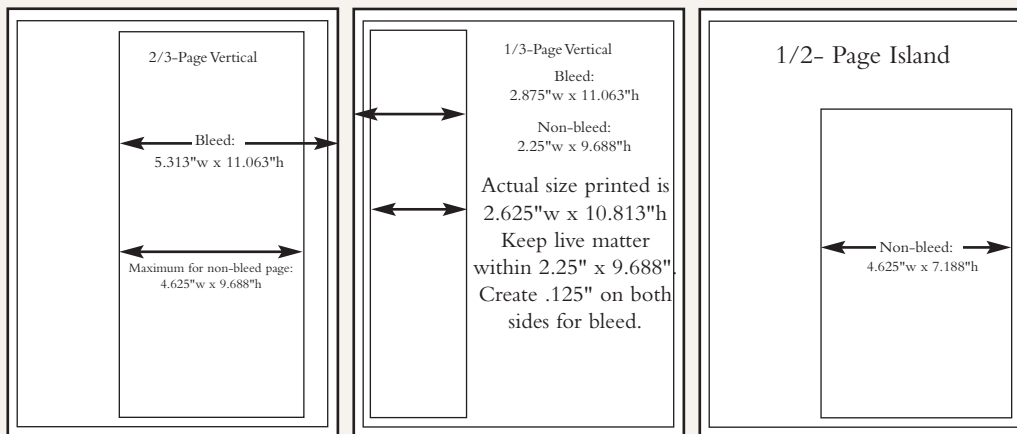
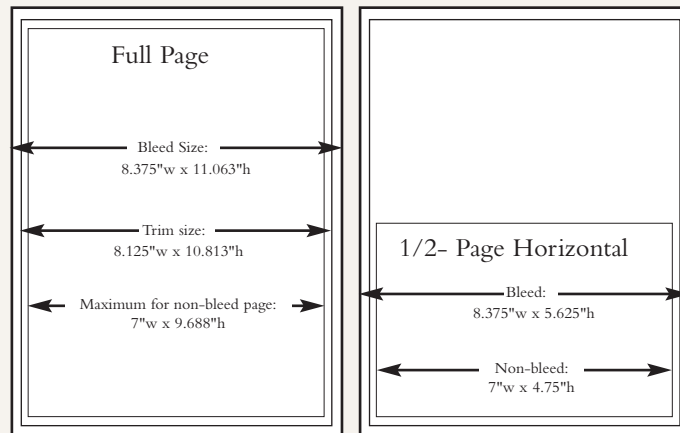
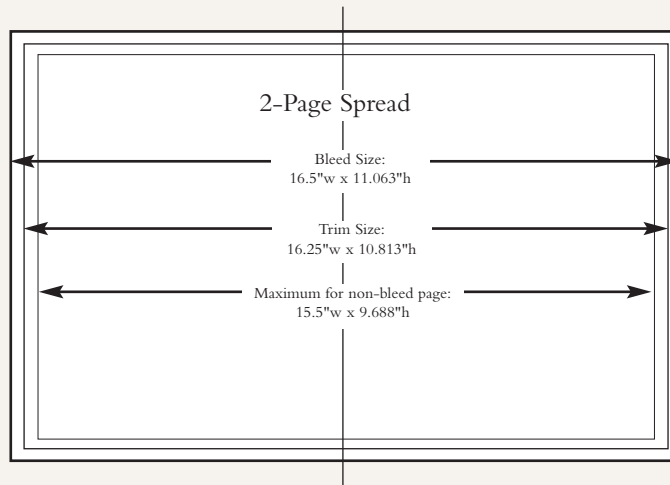
CurtCo Robb Digital TV & Sound, LLC prefers to receive native application files. Send all digital materials with a calibrated contract proof. Please review the submission guidelines, or call the *Digital TV & Sound* Quality Assurance Manager at CurtCo Robb HE, LLC at 310.589.7700.

All advertising materials will be destroyed after one year. Should you require that files be returned, please submit a written request (within 9 months of submitting materials) to:

DIGITAL TV & SOUND QUALITY ASSURANCE MANAGER
 CurtCo Robb HE, LLC
 29160 Heathercliff Road, Suite 200
 Malibu, CA 90265

AD SIZES

Live matter must be 1/4" from trim on all sides.



Contract Proof Requirements

Digital TV & Sound strives for the highest print reproduction quality for both advertising and editorial content. For us to achieve that high quality, *Digital TV & Sound* requires that a contract proof be submitted with each advertising submission. All contact proofs should be made according to the manufacturer's SWOP Application Date Sheet. For a current list of SWOP Application Data Sheets and output requirements, please visit www.swop.org. Acceptable color proofs for new advertising materials are limited to:

- KODAK APPROVAL
- KODAK MATCHPRINT DIGITAL HALFTONE
- KODAK VERIS (FORMERLY CREO VERIS)
- KODAK MATCHPRINT INKJET/PROOFPRO (Canon, Epson, HP)
- LATRAN PREDICTION (Formerly Polaroid PolaProof)
- EFI/BEST COLORPROOF (Canon, Epson, HP)
- GMG COLORPROOF (Canon, Epson, HP)
- FUJI FINALPROOF
- FUJI PICTROPROOF
- DUPONT WATERPROOF THERMAL
- DUPONT CROMALIN
- AGFA SHERPA
- CGS ORIS (Canon, Epson)
- COLORBURST (Epson)

All proofs must be made from the original digital file, include trim/bleed marks, a color control bar, ID of proofing system used, calibration date/time, and target output profile. *Digital TV & Sound* will not accept film-based halftone proofs, color lasers, acetate color keys, tear sheets, blue lines or any proof other than those mentioned above.

All contract proofs are required to be supplied with a 6mm calibrated color bar showing 5%, 25%, 50%, 75%, 95%, and 100% tone values for each process color. Additionally, three-color gray balance values should be included as described by SWOP.

Contract Proof Targets

LINE SCREEN

All contract proofs should be output at 150 line screen, with a round halftone dot.

TOTAL AREA COVERAGE

Total area coverage (TAC) for all supplied material should not exceed 310%.

TONE VALUE INCREASE AND SOLID INK DENSITY

Tone Value Increase (TVI) reflects the difference between the dot in the digital file and the final printed dot. The table below reflects target TVI (dot gain) values, as well as the associated tolerance range for each process color. Solid density measurements for supplied contract proofs should also fall within the ranges specified below (absolute, includes paper):

	TVI Target	TVI Tolerance	Density Target	Density Tolerance
Yellow:	18%	+/-4%	1.00	+/- .10
Magenta:	22%	+/-4%	1.45	+/- .10
Cyan:	21%	+/-4%	1.35	+/- .10
Black:	22%	+/-4%	1.65	+/- .10

Digital File Submission

USE THE CHECKLIST LOCATED ON PAGE 5 OF THIS DOCUMENT FOR ALL DISPLAY ADVERTISING SUBMISSIONS.

- Submit Macintosh formatted media and files. PC media and files will not be accepted.
- Send all materials on a CD, DVD, or via FTP (FTP instructions are included on page 6.)
- Do not send files via email.
- All other media: Please call the Quality Assurance Manager ahead of time to ensure media is acceptable.
- All disks should be labeled with advertiser name, publication and insertion month.

General Guidelines

- Trap all artwork when required to 0.003".
- Ensure that all images are a minimum of 300ppi at 100% of final placement size.
- Convert all spot/special colors to four-color process.
- Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.
- Use 12 point offsets for registration marks.
- All ads should be built with either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf). TrueType fonts will not be accepted.

Plate-Ready Files

TIFF/IT-P1

- TIFF/IT-P1 files should be created with a linework resolution of 2400 dpi and a continuous-tone resolution of 300 dpi.
- PDF/X-1a (ISO 15930-1:2001)

Native Application Files

PAGE LAYOUT FILES

QuarkXPress 4.0 or higher, InDesign 2.0 or higher

- Flatten any transparency.
- Do not menu-style fonts (i.e. by selecting italic in the style menu). Use the font variation instead.
- Use the QuarkXPress "Collect for Output" feature, or the InDesign "Preflight" feature to ensure all page elements (images and fonts) are captured and included.

ADOBE PHOTOSHOP FILES

Photoshop 6.0 or higher

- Flatten all images. Layered files will not be accepted.
- Save all images in either TIFF or EPS format.
- Ensure that all Photoshop files are a minimum of 300ppi at 100% of final placement size (600ppi if text elements are embedded.)

ADOBE ILLUSTRATOR FILES

Illustrator 9.0 or higher

- Save all Illustrator files in EPS format.
- Keep path complexity to a minimum when possible.
- Outline fonts when possible. Submit acceptable fonts according to the General Guidelines above when fonts are not outlined.

Preflight

- Run preflight software on file(s) whenever possible and provide the preflight report with all final digital files.

DIGITAL ADVERTISING CHECKLIST

PLEASE COMPLETE ALL AREAS OF THE FORM. FILL OUT A SEPARATE FORM FOR EACH ADVERTISING SUBMISSION. INCLUDE THIS FORM WHEN SUBMITTING ADVERTISING MATERIALS, OR FAX IT TO 310.457.6713

Send all advertising materials to:

DIGITAL TV QUALITY ASSURANCE MANAGER
CurtCo Robb HE, LLC
29160 Heathercliff Road, Suite 200
Malibu, CA 90265
310.589.7700

Advertiser: _____ **Phone:** _____ **Fax:** _____

Contact Name: _____ **Email:** _____

Agency/Tradeshop: _____ **Phone:** _____ **Fax:** _____

Contact Name: _____ **Email:** _____

Month/Issue: _____ **Ad Size/Shape:** _____

CHECK OR FILL OUT ALL AREAS THAT APPLY.

Filename: _____

Media:

CD _____
DVD _____
FTP _____

***Files submitted electronically must be compressed. StuffIt compression is recommended.**

File Type:

TIFF/IT-P1 _____
PDF/X-1a _____
Native Application File _____

Application:

QuarkXPress version _____
InDesign version _____
Illustrator version _____
Photoshop version _____

Fonts: Included N/A _____

Images: Included N/A _____

Colors: Black/White (Grayscale)
 4/Colors (CMYK) _____

***Density of ink coverage should not exceed the following: B/W: 80%, 4/C: 310%.**

Contract Proof:

Kodak Approval _____
Kodak Matchprint Digital Halftone _____
Kodak Veris _____
Kodak Matchprint Inkjet.ProofPro _____
Fuji FinalProof _____
Fuji PictroProof _____
DuPont WaterproofThermal _____
DuPont Cromalin _____
Agfa Sherpa _____
Latan Prediction/PolaProof _____
CGS ORIS _____
Epson ColorBurst _____
EFI/Best ColorProof _____
GMG ColorProof _____

Trim and bleed marks included _____
Color bar included _____
Proof ID slug included (calibration, profile) _____

***If you are unable to supply us with an acceptable proof, a Kodak Approval will be generated for use on press. There is a \$75.00 charge for each proof (per page.)**

A Proof Liability form will be faxed to the advertiser if a contract proof is not supplied. Please see the Proof Liability form for limitations regarding CurtCo's liabilities.

I have read the Digital Advertising Checklist. I understand that color accuracy cannot be guaranteed without a calibrated contract proof.

Signature: _____ Date: _____

A physical contract proof must be sent for all ads that are submitted electronically. PDFs are not acceptable for color. Please contact the Quality Assurance Manager after uploading any documents.

Please ensure that your filename does not contain any spaces (use underscores instead) or special characters. Do not attempt to upload files with filenames containing more than 32 characters, or containing the characters \, /, :, *, ?, <, >, or |.

FTP services are compatible with both Mac and PC platforms. Popular FTP client software can be downloaded by following the links below.

Mac

FETCH: <http://www.fetchsoftworks.com/>

TRANSMIT: <http://www.panic.com/transmit/>

PC

CUTEFTP: <http://www.globalscape.com/products/fms.asp>

WS_FTP: http://www.ipswitch.com/products/ws_ftp/index.html

INTERNET EXPLORER 6.0 OR HIGHER.

Procedures

1. Launch your ftp application.
2. You will be asked for a server address, username, and password.

Server: ads.curtco.com

Username: dtvads

Password: digitalmag

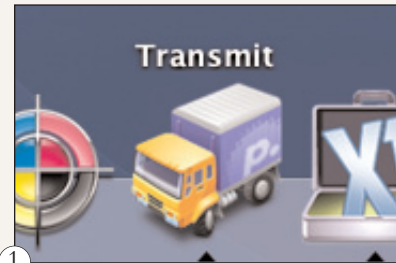
3. All files should be compressed into one archive prior to transfer. StuffIt (.sit, .sea), Zip (.zip), or BinHex (.hqx) encoding will be accepted. StuffIt (.sit) compression is recommended.

StuffIt software can be downloaded from: <http://www.stuffit.com>

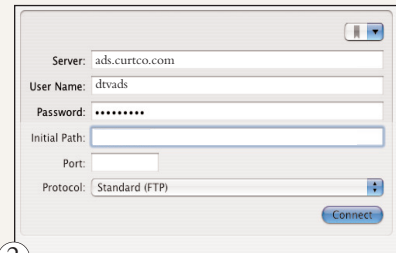
4. Ensure that your filename does not contain any spaces or special characters. When naming your file, use only letters of the alphabet or numbers. Do not use any grammatical symbols with the exception of an underscore (use underscores instead of spaces).

5. Locate the file on your local harddrive and either drag and drop into the upload area, or select the file and choose upload (depending on your ftp application).

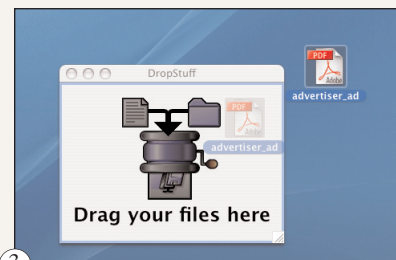
6. Once your file has been successfully uploaded, please contact the *Digital TV & Sound* Quality Assurance Manager with confirmation of the final filename and transfer date/time.



1



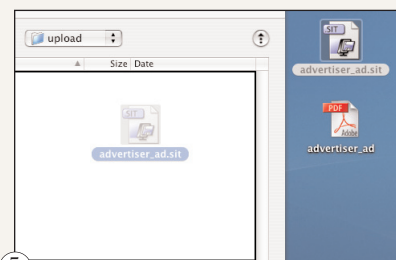
2



3



4



5

1. WHO DO I CONTACT WITH TECHNICAL ISSUES?
2. WHO DO I SEND MATERIALS TO?
3. WHY DOES DIGITAL TV & SOUND USE MACINTOSH COMPUTERS?
4. WHAT PROGRAM FILES DOES DIGITAL TV & SOUND ACCEPT?
5. CAN DIGITAL TV & SOUND MAKE CHANGES TO MY AD?
6. WHY DO I NEED TO GIVE DIGITAL TV & SOUND A HIGH QUALITY CONTRACT PROOF?
7. WHAT ARE SUPPORT FILES?
8. WHAT IS A POSTSCRIPT TYPE1 FONT?
9. WHAT IS AN OPENTYPE FONT WITH POSTSCRIPT OUTLINES?
10. WHAT IS LOCALIZED STYLING AND WHY IS IT BAD?
11. CAN I USE AN IMAGE FROM A WEB SITE?
12. WHAT SHOULD I DO IF MY FILE IS VERY LARGE?

1. **WHO DO I CONTACT WITH TECHNICAL ISSUES?** The *Digital TV & Sound* Quality Assurance Manager is the best person to contact with any technical questions relating to your ad. You can reach the *Digital TV & Sound* Quality Assurance Manager at 310.589.7700.

2. **WHO DO I SEND MATERIALS TO?** Materials can be sent to the *Digital TV & Sound* Quality Assurance Manager via your preferred method of courier. We can accept digital files on CD, DVD, or via FTP.

3. **WHY DOES *Digital TV & Sound* USE MACINTOSH COMPUTERS?** We're not alone. In fact most graphic designers, publishers, and printers work on the Macintosh platform. Included in this group is our print vendor, who requires us to supply Macintosh files.

4. **WHAT PROGRAM FILES DOES *Digital TV & Sound* ACCEPT?** If you are working on a Macintosh we can accept your files in a variety of ways. We prefer either TIFF/IT-P1 files, PDF/X-1a files, or layout application files built in QuarkXPress or InDesign. We also accept Photoshop and Illustrator files saved in EPS or TIFF format.

5. **CAN *Digital TV & Sound* MAKE CHANGES TO MY AD?** Sometimes. If the file is supplied as a TIFF/IT-P1, PDF/X-1a, EPS or TIFF file, we are unable to edit the advertisement. However, if the file is supplied in a Macintosh-based layout program, we can. Please remember that any alterations to a file will incur an additional charge. Also, due to strict printing deadlines, sometimes we are unable to make an alteration if it is requested too late in our production cycle.

6. **WHY DO I NEED TO GIVE *Digital TV & Sound* A HIGH QUALITY CONTRACT PROOF?** In order to ensure that what we reproduce in *Digital TV & Sound* magazine is exactly what you envision, we require a "contract proof" of each ad to accompany the digital file. Not only does this help us eliminate errors in the reproduction, but it gives us visual guidance while working on your ad, making the entire process run much more smoothly. We ask that your proof show trim marks for positioning and bleed. Each proof must also be supplied with a calibrated color bar. **CurtCo Robb Digital TV & Sound, LLC requires one of the following proofs: Kodak Approval, Fuji FinalProof, Matchprint Digital Halftone, DuPont Waterproof Thermal, or Latran Prediction/PolaProof.** Color lasers, Fuji Pictros, Epsos, PDFs, or other continuous-tone proofs will not be accepted.

7. **WHAT ARE SUPPORT FILES?** Support files are any of the elements brought together in the layout to make up the entire page design. These include images, logos, and fonts. Either OpenType, or Macintosh Postscript Type1 screen and printer fonts are required for us to be able to view the image on-screen and to print it correctly.

8. WHAT IS A POSTSCRIPT TYPE1 FONT? PostScript Type1 refers to the type of PostScript encoding used to recognize a font and its characteristics. Because the RIP (Raster Image Processing) process (see "What is localized styling and why is it bad?") renders files by their PostScript code, a non-PostScript font is not recognized properly during output. A good source for purchasing PostScript Type 1 fonts is Adobe's website, www.adobe.com.

9. WHAT IS AN OPENTYPE FONT WITH POSTSCRIPT OUTLINES? OpenType is a new cross-platform font file format developed jointly by Adobe and Microsoft. Adobe has converted the entire Adobe Type Library into this new format. The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers), and its ability to support widely expanded character sets and layout features, which provide richer linguistic support and advanced typographic control. OpenType fonts use a single font file for all of its outline, metric, and bitmap data, rather than separate screen and outline font files.

The OpenType format is a superset of the existing TrueType and PostScript Type 1 font formats. OpenType can contain either PostScript font outlines (.otf) or TrueType font outlines (.ttf). OpenType .otf fonts are recognized and rendered on-screen by a PostScript rasterizer, such as Adobe Type Manager (ATM), which is either installed as an add-on system software component, or built into some operating systems, such as Mac OS X. OpenType fonts peacefully co-exist with current font formats and can be used in the same document alongside PostScript Type 1 fonts.

CurtCo Robb HE, LLC recommends using only either Macintosh PostScript Type 1 fonts, or OpenType fonts with PostScript outlines (.otf) for final page composition.

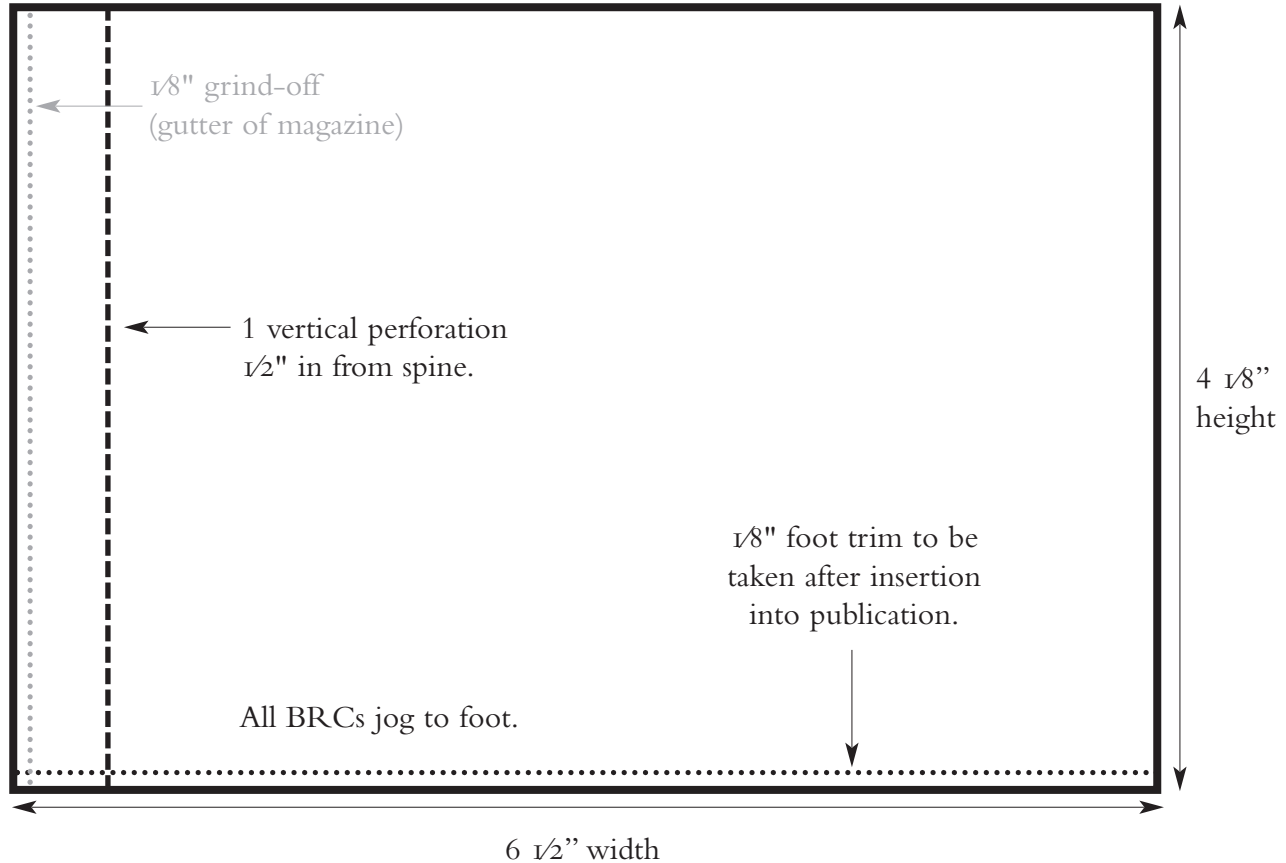
10. WHAT IS LOCALIZED STYLING AND WHY IS IT BAD? Localized styling is altering the bold or italic appearance of a font (typeface) within a program. For example, if you are using the font Minion in your ad and you would like certain copy to be bold, you might be tempted to simply make the font bold by using the "bold" button in the style menu. The proper way to handle this is to use the font that gives you exactly the look you want, i.e. Minion Bold from the global font menu. By using the layout software's "bold" function rather than using the bold version of the font, you are also disregarding the type designers kerning and character shape adjustments.

The reason we avoid localized styling is to avoid potential problems during the process of sending the final electronic file for output. This process is known as Raster Image Processing (RIP). RIPs used for print production are generally based on PostScript technology. Basically, the RIP translates all elements of the file, including the fonts, according to its PostScript code to enable proper press-ready output. Sometimes, when localized styling is applied to a font, the RIP software does not recognize this encoding as part of the font's PostScript code and this information can be lost, resulting in incorrect reproduction.

11. CAN I USE AN IMAGE FROM A WEB SITE? Most likely not. Most images that are used on the Internet are prepared at a resolution of 72 ppi (the resolution of most common computer monitors), to allow them to be loaded and viewed quickly. Unfortunately, this resolution is much too low for quality print reproduction; we recommend 300 ppi at 100% of final placement size. Otherwise, the image may look "jagged."

12. WHAT SHOULD I DO IF MY FILE IS VERY LARGE? All files should be compressed into one folder before electronic submission. We can accept files compressed using Zip (.zip), StuffIt (.sit and/or .sea), or Binhex (.hqx). Using one of these compression options will minimize the potential for problems when we decompress the file.

Standard Business Reply Card Specifications



STANDARD TRIM SIZE:

4 1/8" x 6" (mailing piece = 4" x 6"; minimum size of mailing piece = 4" x 5"; maximum size = 4 1/4" x 6".)

STOCK:

7 pt. hi-bulk (uncoated.)

PACKAGING:

Flat; carton-packed.

SHIPPING ADDRESS***:

Quad Graphics
555 South 108th Street
West Allis, WI 53214-1145
Att: Cyndee Piepenbrink
(414) 566-2100

<u>Issue</u>	<u>Job Number</u>
Spring 07	A7-0411-0
Summer 07	A7-0412-0
Fall 07	A7-0413
Winter 07	A7-0414

*****EVERY SKID MUST INCLUDE THE ISSUE'S JOB NUMBER OR IT MAY NOT BE ACCEPTED.**

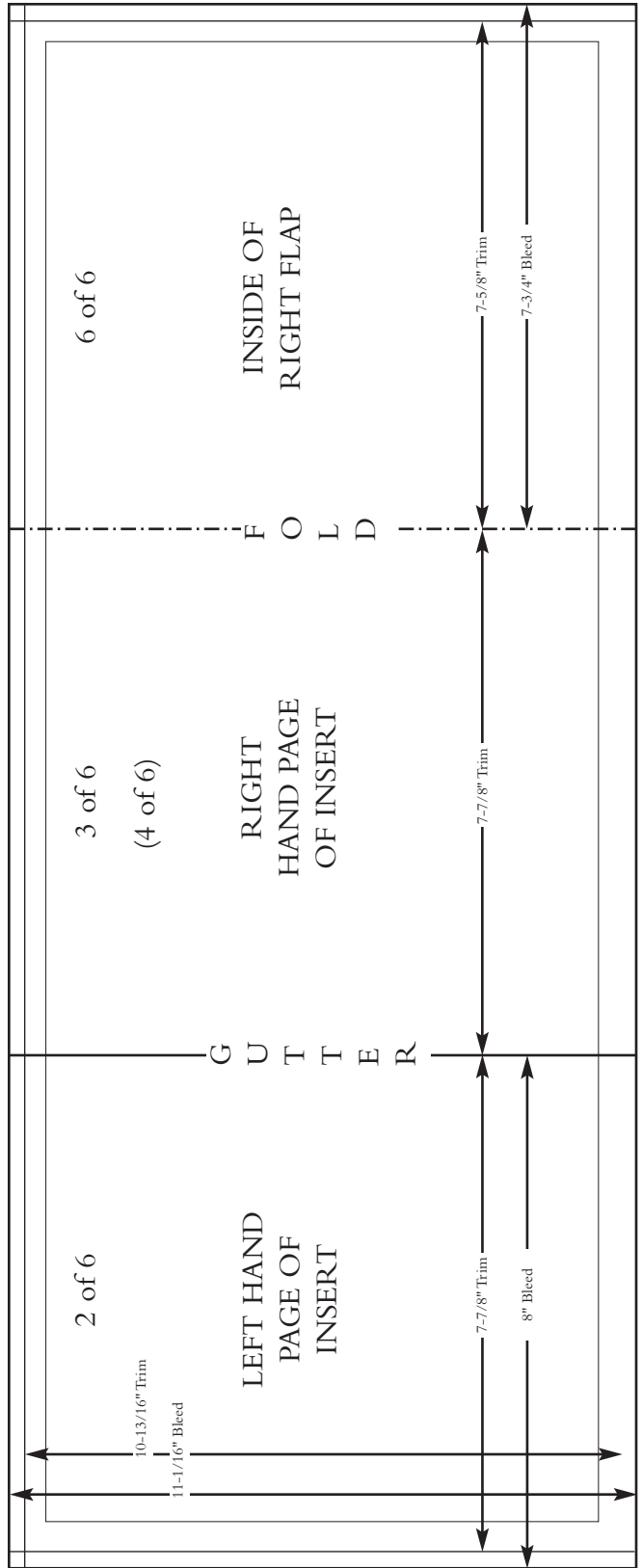
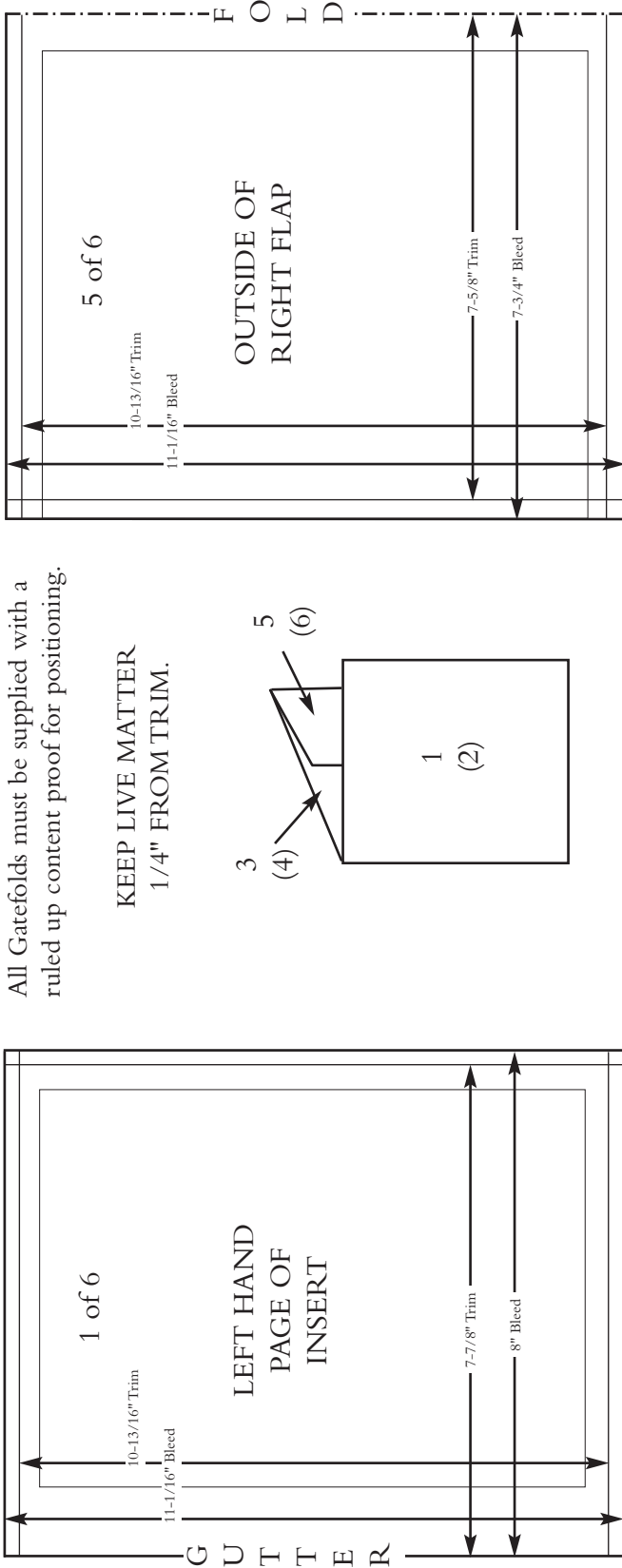
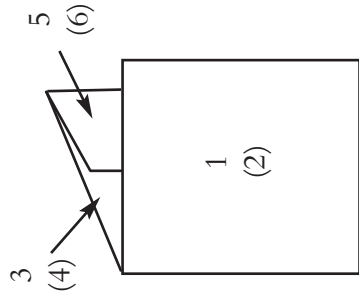
ADDITIONAL INFORMATION:

Please contact the *Digital TV & Sound* production department for quantities, due dates, and any additional information. Do not ship directly to printer without communication on quantities with Production Manager first.

6-Page Standard Gatefold Insert

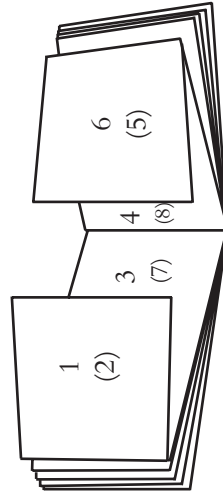
All Gatefolds must be supplied with a ruled up content proof for positioning.

KEEP LIVE MATTER
1/4" FROM TRIM.

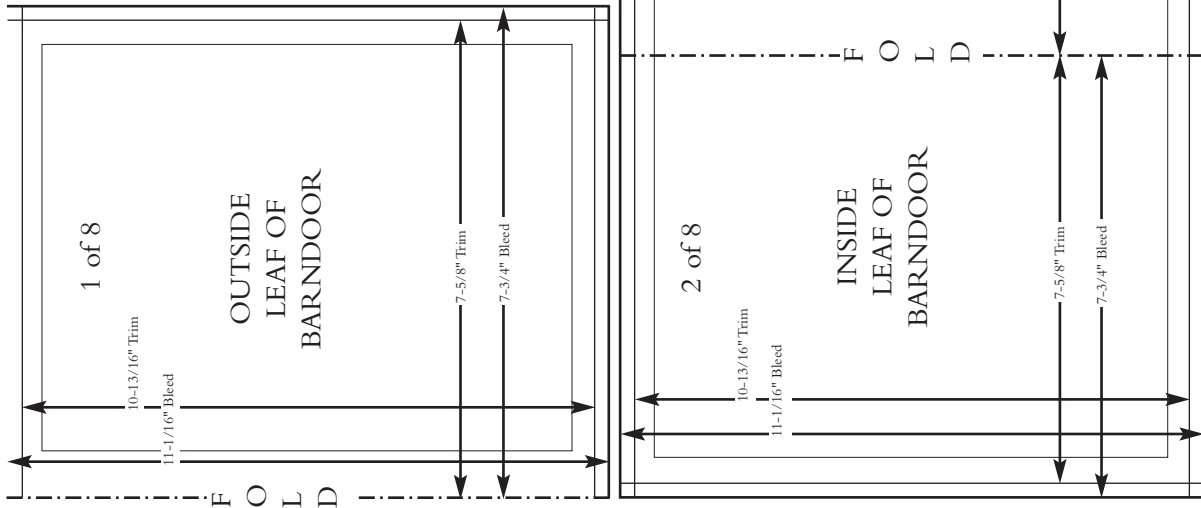


6-Page Barndoor Insert Specifications (Possible Edit on Pages 7 & 8)

All Gatefolds must be supplied with a ruled up content proof for positioning.



KEEP LIVE MATTER 1/4" FROM TRIM.

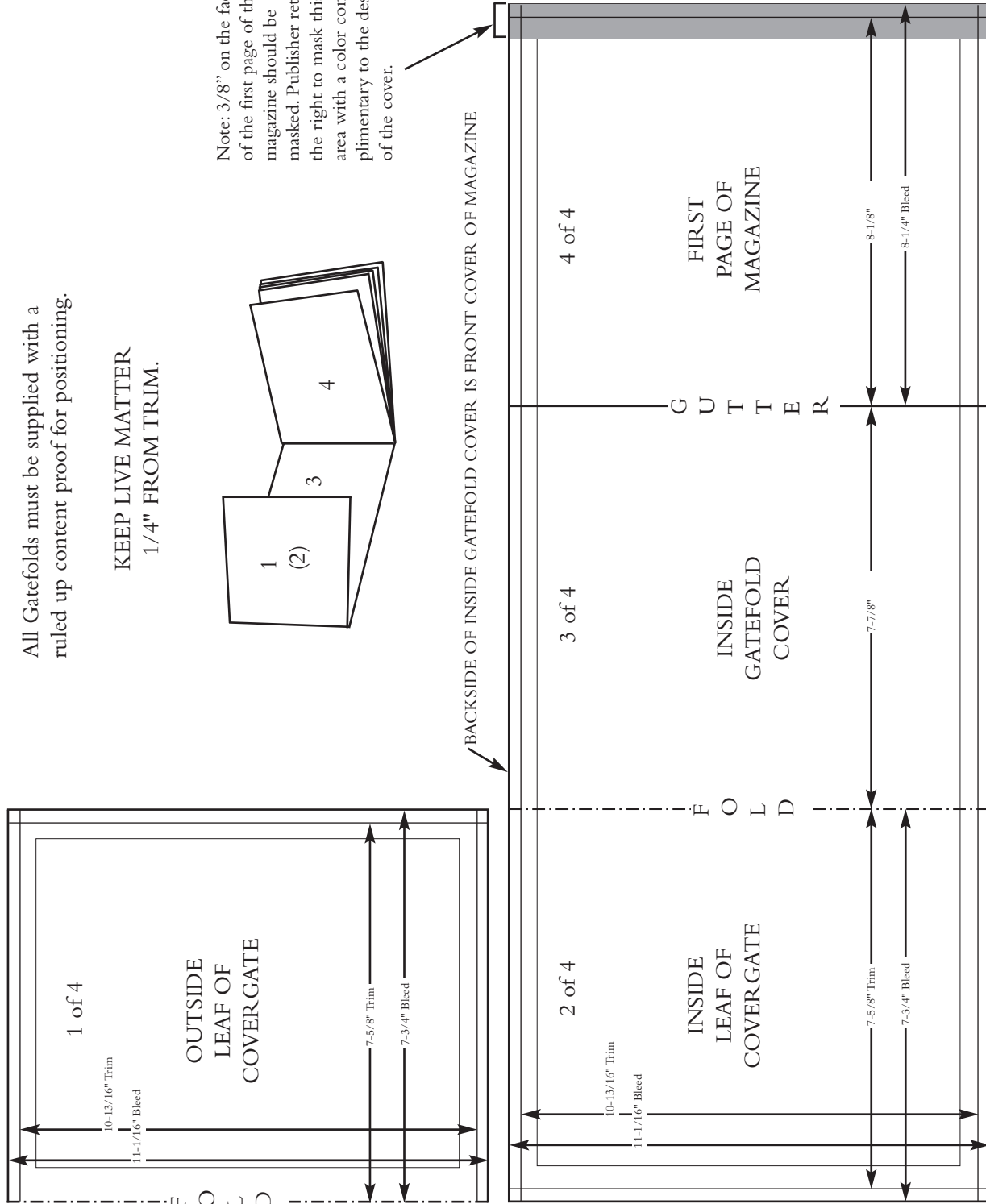
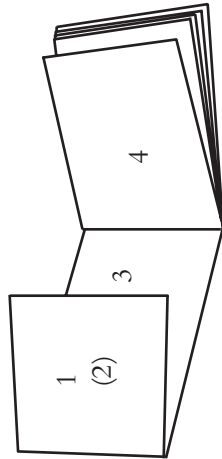


4-Page Gatefold Cover (front of book) Opens to the Left off of Cover

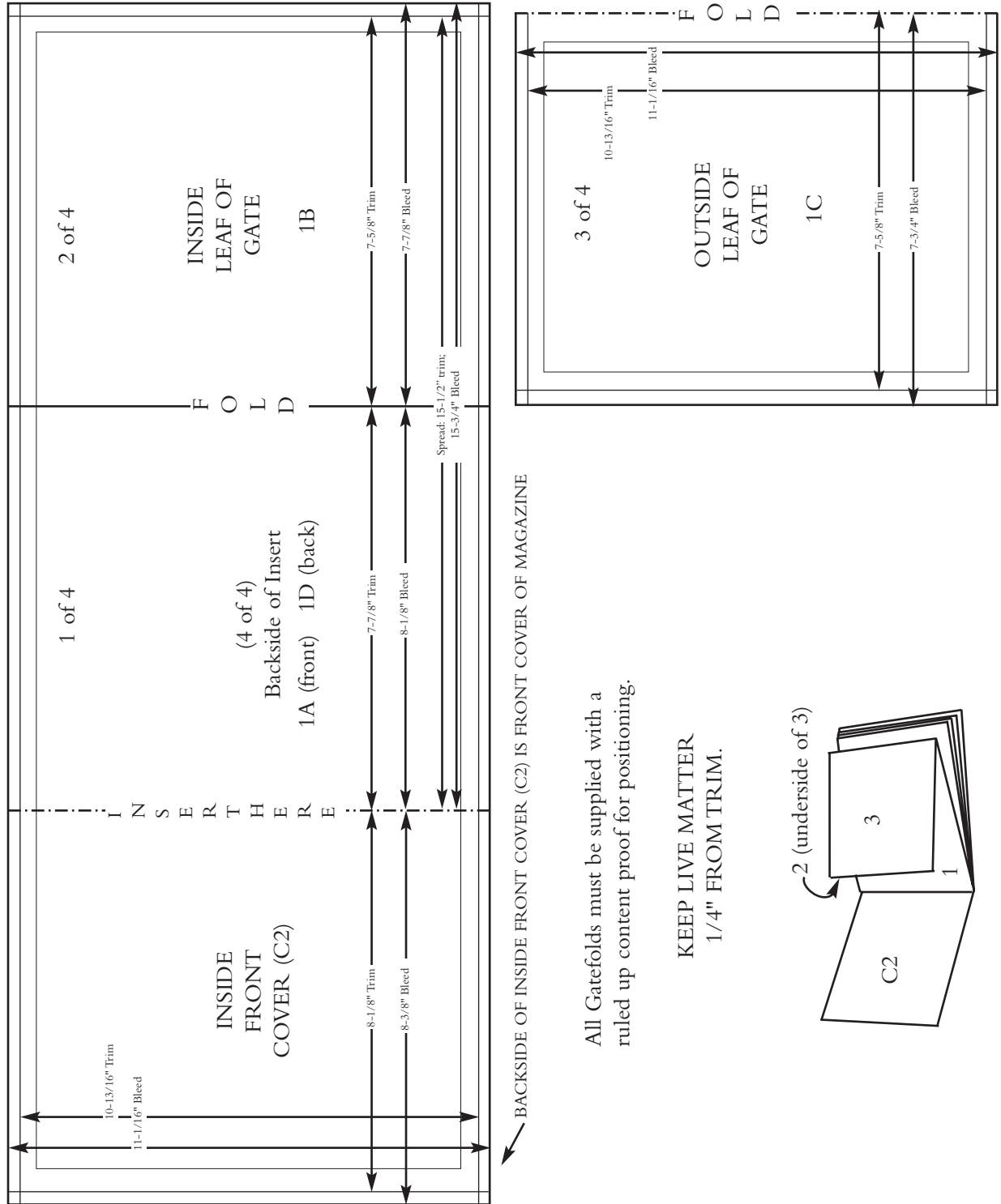
All Gatefolds must be supplied with a ruled up content proof for positioning.

**KEEP LIVE MATTER
1/4" FROM TRIM.**

Note: 3/8" on the face of the first page of the magazine should be masked. Publisher retains the right to mask this area with a color complementary to the design of the cover.

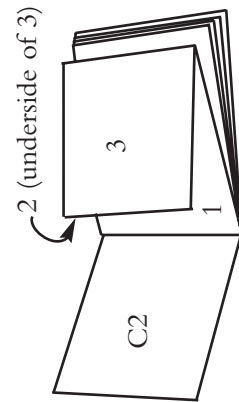


4-Page Gatefold Cover (front of book) Opens to the Right off of Page 1

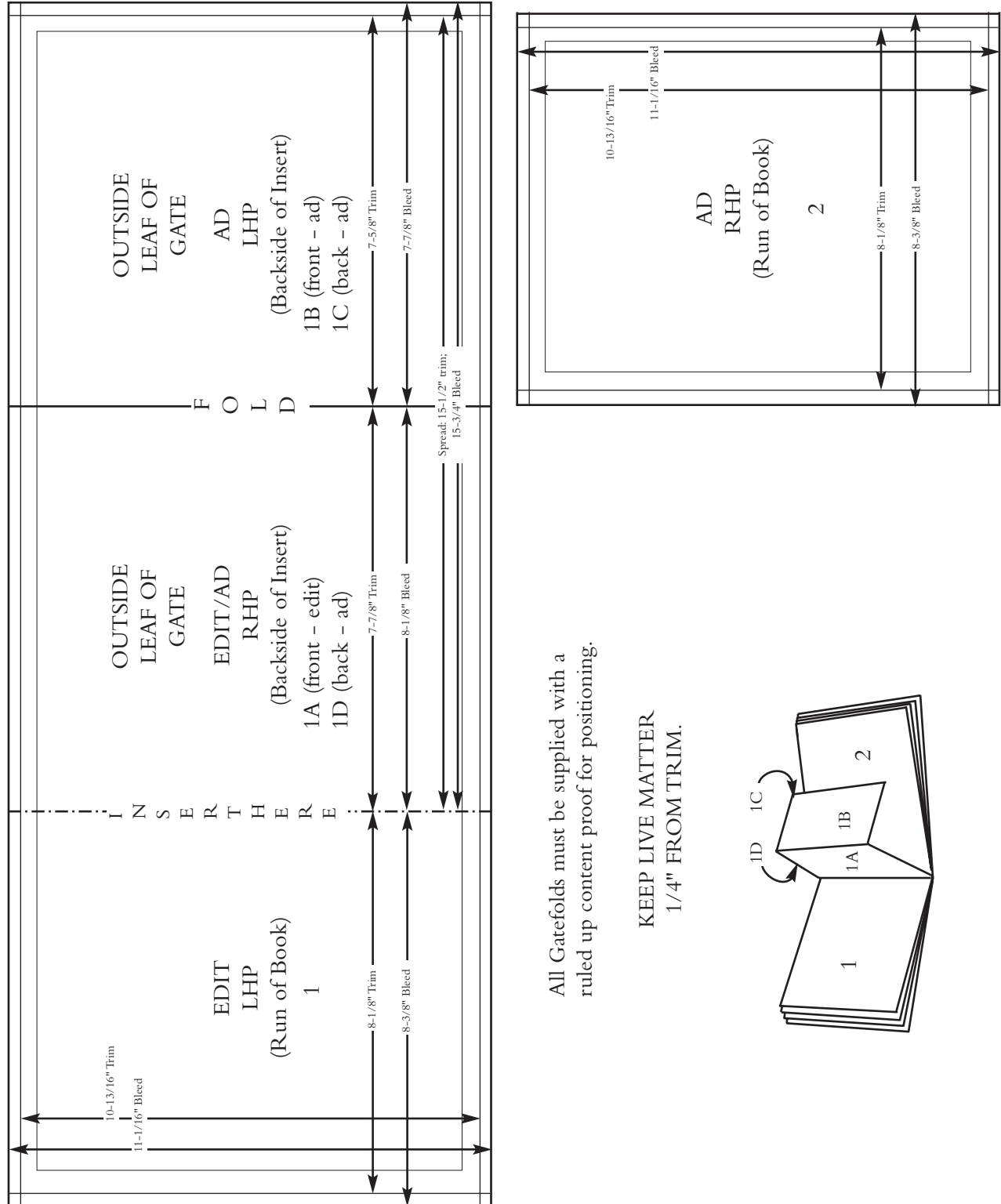


All Gatefolds must be supplied with a ruled up content proof for positioning.

KEEP LIVE MATTER
1/4" FROM TRIM.

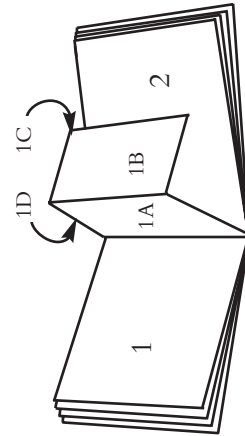


4-Page Gatefold Insert (Run of Book/Editorial Spread) Opens to the Left



All Gatefolds must be supplied with a ruled up content proof for positioning.

**KEEP LIVE MATTER
1/4" FROM TRIM.**



4-Page Gatefold Cover (back of book) Opens to the Right

All Gatefolds must be supplied with a ruled up content proof for positioning.

KEEP LIVE MATTER
1/4" FROM TRIM.

