

SUBMISSION GUIDELINES (7/07)

Undercar Digest and Transmission Digest are printed on a computer-to-plate (CTP) web offset press.

Page trim size is 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ " (8.125" x 10.875")

COMPUTER-GENERATED ADS

Preferred: PDF (Portable Document Format)

A properly formatted press-ready PDF which has been converted to a Postscript (.ps) file and then distilled with a distiller application is preferred.

Fonts information: Make sure that all fonts are embedded when creating Postscript or PDF files. Avoid using OpenType fonts, and Multiple Master Fonts.

File Information: When submitting full page ads in PDF format the file must be configured to show crop marks and bleeds. All color images must be CMYK. Use TIFF or EPS, do not use JPEG, GIF or PICT files in layouts. InDesign users must flatten all files before creating a PDF.

Accepted: High resolution TIFF files (minimum 300 ppi).
EPS files with fonts converted to paths.

DESIGN REQUIREMENTS

■ Minimize color combinations to a maximum of two process colors where small type and thin rules are involved. **Avoid using all four colors to create a color.**

■ PMS colors and spot colors will be converted to CMYK unless a matched color is purchased. Avoid excessively large amounts of ink coverage such as full page solid backgrounds.

■ Line screen is 133 lpi. **The sum total of tone value percentages should not exceed 280%**, of which one color can be solid. Fine, medium or small lettering, thin lines and/or fine serifs should be restricted to one color. All reverse lettering should be made with a minimum of colors and should not use small letters or fine serifs.

■ For full page ads the document size in your layout application should match the trim size of the magazine (8.125" x 10.875"). Bleed ads should extend 1/8 inch beyond the trim size (8.375" x 11.125"). Keep live images and type at least 3/8 inch away from trim.

■ Furnish an actual size hard-copy proof when submitting digital files.

FILE TRANSFER

Disk:

- CD-R (preferred).
- Iomega ZIP 100mb or 250mb disk. (accepted)

Email:

- publisher@transmissiondigest.com
- publisher@mdpuplications.com

When sending us Email it is important to include the following information along with the attached text and/or graphic files: publication title and issue month in which ad will appear, the client name and the name of the person sending the Email. Subject line should indicate name.

CORRECTIONS AND ALTERATIONS

Our design and production department is equipped to handle any corrections needed to bring your files into compliance with our specifications and can make modifications or revisions for future issues. Any corrections required or modifications requested will be charged accordingly and invoiced separately.

LOGOS

Logos submitted for creating an ad or for use in listings should be .eps (with fonts converted to paths). High resolution .jpeg, .tif or .pdf files accepted.

EDITORIAL PHOTOGRAPHS

Photographs can be provided as continuous-tone prints or in the TIFF or JPEG digital formats. Scanned photographs should be scanned at 300 ppi. Photographs from digital cameras should be taken at the highest quality mode.

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