

AD MATERIAL SUBMISSION REQUIREMENTS

GENERAL SPECIFICATIONS:

- Ads are accepted in specified sizes only — no reductions or enlargements.
- Ads laid out upside down or sideways are not accepted.

LINE SCREENS/DPI:

- Line screens ranging from 150 to 200 lines are accepted. (Cinefex is printed at 200-line screen.)
- Confirm that your "DPI" is high enough to correspond to the printing "line screen" you desire. As a rule of thumb, your "DPI" value should be at least 2 times the "line screen" value for best results. Recommended resolution for color images or halftones should be 400 DPI. Minimum acceptable is 300 DPI. Line art bitmap images should be 1200 DPI for optimum quality.
- Traditional screen angles preferred: Black 45°, Cyan 15°/105°, Magenta 75°, Yellow 90°.
- For 4-color ads, black backgrounds and borders must be 4-color black.
- Formula for optimal 4-color black: Black 100%, Cyan 60%, Magenta 40%, Yellow 40%.

BLEED/TRIM:

- **For bleed ads, provide a minimum 1/4"(6.35 mm) bleed beyond trim dimensions on all 4 sides.**
- **For bleed, full-page and spread ads, allow 1/4"(6.35 mm) margin inside trim dimension for live area (vital advertising material and copy). White or solid color borders, if used, should be at least 1/2" (12.7mm) inside trim all around.**
- Covers 2 & 3, and page 3 should have live area reduced an extra 5/16"(7.94 mm) on gutter side of ad to compensate for encroachment of binding.*
- Full page and spread ads should include crop marks outside image area to indicate (by extension) the corners of trimmed pages.
- **For bleed ads, keep crop marks, registration marks and color key bars outside the bleed area.**

PRESS DOT GAIN:

- Allow for 10-12% press dot gain overall. (Please compensate dot gain in your negatives or files and specify if your proof has compensated for gain.)
- Maximum Density is 300% for solid backgrounds, shadow areas of photos and darkest areas.
- **Please caution that dark, dense, low contrast and finely detailed imagery is difficult to print without loss of detail, so please lessen density and increase contrast in these areas to compensate.**
- If you choose to print dark backgrounds behind your images, the entire ad (including photos) will be affected and may print darker than desired.

GENERAL INFORMATION:

- Cinefex is printed in 4-color process on sheet fed presses.
- Paper Stock: COVER: 100# Elite Crystal Velvet Book. PAGES: 80# Elite Crystal Velvet Book.
- Binding Method: Perfect-bound.
- Printing Color Sequence: Black, Cyan, Magenta, Yellow and 5th & 6th colors (if any).
- Advertising material is submitted by the Advertiser and accepted by the Publisher with the understanding that the material will perform satisfactorily with no intervention required on the part of the Publisher or its printer. If supplied advertising material does not meet the criteria described in these specifications or requires intervention or handwork or extra proofs made to prepare the materials for press, the Advertiser will be notified and, upon agreeing to proceed, be billed for all costs incurred by the Publisher. Service work will be charged at an hourly rate (refer to Cinefex website for some standardized charges: [Service Work Charges](#)). Service work is non-discountable, non-commissionable, due and payable with advertisement insertion rate charges and in no case less than 30 days after publication.

DIGITAL SUBMISSION SPECIFICATIONS:

- Media Accepted:
 - Electronic – Please see ELECTRONIC SUBMISSION INSTRUCTIONS (below).
 - Mac or PC formatted CD and DVD.
- Data Formats Accepted:
 - QuarkXPress, PageMaker, InDesign, Photoshop (layered file) and Illustrator.
- Required Support Files:
 - Provide all images/logos/materials in CMYK mode. No RGB images accepted.
 - Provide all printer and screen fonts. For Windows provide PFM & PFB fonts.
 - On illustrations it is recommended to convert text to outline before saving as eps.
 - **Preflight files before submitting.**

- Desktop Instructions:
 - Do not use any font styles from the style menu other than: all caps, small caps, superscript, subscript and superior. Use the appropriate font for styles, such as italic and bold.
 - Avoid placing images at more than 100% of original size.
- Media Labeling Requirements:
 - Ads must be accompanied by the following information: Advertiser's company name, agency's name if applicable, contact person's name and phone number, issue ad will appear in, ad size, color or B&W, file name (**file name must include Advertiser's company name**), program file was created in (include version), name of corresponding art/graphic or photo files (plus creation program and version) and list of fonts used. Information can also be faxed to Valley Printers prepress at (951) 686-4930 or emailed to jjohnson@valleyprintersinc.com.
- Proofing Instructions:
 - **Advertisers running full color ads should submit a color-accurate Advertiser-approved contract digital proof of each ad (file) at actual size for color matching on press (i.e. Kodak Approved Digital Color Proof, Dupont Digital Water Proof, Fuji FinalProof, Kodak Matchprint Digital Halftone Proof or other color-accurate contract digital proof).**
 - Publisher will make all effort to match submitted proof; however Advertiser recognizes that ads prepared and viewed on non-color-corrected monitors or output on non-color-corrected printers, may not match final printed results.
 - Full color ad materials received by the "Ad Materials Due" date, but without proofs, will be proofed by Publisher with a copy delivered to Advertiser for review and approval. Any necessary additional proofing and service work will be charged to Advertiser. See [Service Work Charges](#) for pricing.

ELECTRONIC SUBMISSION INSTRUCTIONS:

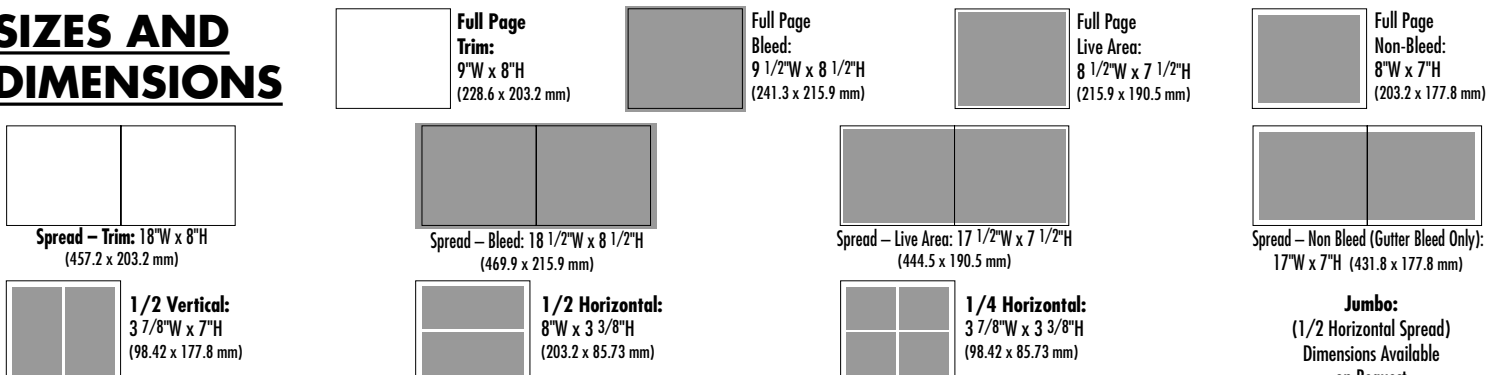
- **FTP Submission (Primary Option):**
 - [Mac FTP Instructions](#)
 - [PC FTP Instructions](#)
 - **Username: cinefexads Password: ads**
 - NOTE: DO NOT PLACE AD ART FILES IN THE X-COPIED FOLDER.
- Email Submission (Secondary Option):
 - Send to: jjohnson@valleyprintersinc.com
- Proofs and Media Labeling Requirements:
 - Send proofs and Media Labeling Requirements (see above) to Jason Johnson at Valley Printers, Inc. (see fax, email and address below).
- **Any questions, please call:**

Jason Johnson - Project Manager: (951) 682-5539 x7170, Fax (951) 686-4930, jjohnson@valleyprintersinc.com
 Valley Printers, Inc. 2180 Iowa Avenue, Riverside, CA 92507

FILM SUBMISSION SPECIFICATIONS:

- All supplied film will be copy-dot scanned for CTP (computer to plate) processing.
- Submit negative film, fully composed, right reading, emulsion side down. An exact color proof generated directly from the supplied film is required.
- All negative film must be trapped with a minimum of .003" (.076 mm).
- Ads must be accompanied by a typed sheet with the following information: Advertiser's company name, agency's name if applicable, contact person's name and phone number, and issue ad will appear in.

SIZES AND DIMENSIONS



*Covers 2 & 3, and page 3 should have live area reduced an extra 5/16" (7.94 mm) on gutter side of ad to compensate for encroachment of binding.

Jumbo:
(1/2 Horizontal Spread)
Dimensions Available
on Request