

Thank you for advertising with us. Improperly prepared files increase the chances of an error being made in printing your ad—an error for which we cannot be held responsible. If you have questions about building your ad, please call our Production Department at 805-679-7640, or e-mail production@forester.net. We will be glad to help you out.

Media: MAC-formatted CD with collected files, including all links and all fonts; or high-resolution PDF file with imbedded images and fonts.

Collected File Formats: Adobe InDesign is preferred, but we will also accept QuarkXPress, Adobe Photoshop, and Adobe Illustrator. No Word Publisher files. Do not send multiple files. Send one file only, the one from which you want us to print.

PDF Submission: 300 dpi for image resolution. Embed all fonts. Do not compress images. Downsample at 600 dpi. You may e-mail a PDF file (identify your materials!) or upload to the Forester FTP site, but you should send a hard copy proof via mail. Things can go wrong! If file is too large to send via e-mail or FTP you may compress using Stuffit. Please e-mail to production@forester.net to request FTP upload information.

Element Formats: High-resolution JPEG, EPS, and TIFF for images and scans, Adobe Postscript Level 2 (fonts).

Fonts: All included fonts should be Adobe Postscript Level 2, unless the text is created in Photoshop or converted to outlines in Illustrator. Both the screen and printer font types used in your file must be included on your disk or upload. Do not apply style attributes to basic (menu) fonts. If you are using bold or italic type, you must submit printer and screen fonts. We do not accept Windows or printer-embedded fonts.

Build Ad to Bleed Size, Use Live Area: For a full-page, nonbleed ad, float it on the page. Place crop marks at bleed size. Do not place type or nonbleed items closer than 1/4 inch to trim, or 3/8 inches to bleed.

Content and Position Proofs: Supply hard-copy proofs printed from the digital file submitted. If the proof doesn't match your files, we can't be responsible for the printing outcome. Black and white for 1-color ads, 4-color for color ads; we accept color lasers for content comparison but cannot match color unless you supply us with an Iris or other high-quality proof. Fax proofs are acceptable for line copy only (not for photographs or illustrations).

PC Submission: Submit as a PDF or TIFF. If submitting in PC Quark or other PC programs indicate the extension in the file name. For example: filename.qxd (or .eps, .psd, etc.).

Label Your Materials: We publish six different magazines, so please indicate in which magazine and issue you would like your ad placed. If e-mailing your ad, include this information in the subject line. List contact e-mail address and phone number of file preparer (please note: CDs and proofs will not be returned).

Inserts: Approval of insert content and printing specifications is required prior to acceptance.

Printing: Web offset. Computer-to-plate. Binding: Mixed. AAAA/MPA/ASP Offset Standards apply. Four-color solids should not exceed SWOP intensity of 300%.

Mechanical Requirements						
Ad Size		Width	Depth		Width	Depth
Full Page, Live Area, Nonbleed		7-5/8"	10-3/8"			
Full Page, Trim		8-1/8"	10-7/8"			
2/3 Page		4-7/8"	9-7/8"			
1/2 Page Island		4-7/8"	7-3/8"			
1/2 Page	Horizontal	7-1/2"	4-7/8"	Vertical	3-1/2"	9-7/8"
1/3 Page	Vertical	2-5/16"	9-7/8"	Square	4-7/8"	4-7/8"
1/4 Page	Vertical	3-1/2"	4-7/8"			

Trim Size: 8-1/8" x 10-7/8" • Live Area: 7-5/8" x 10-3/8" (1/4" from trim, 3/8" from bleed)
 One-page Bleed Size: 8-1/4" x 11-1/8"
 Two-page Spread Bleed Size: 16-1/2" x 11-1/8" • Trim Size: 16-1/4" x 10-7/8"
 Half-page Spread Bleed Size: 16-1/2" x 5-3/4" • Trim Size: 16-1/4" x 5-5/8"
 For spreads keep crucial live matter 3/8 inches from gutter. Avoid running type through the gutter.