

Full-page Cover-Tip Specifications to Print



In order to insure your cover-tip is accommodated correctly in our publications, please observe the following requirements. If you have any further questions, please contact your publication Production Coordinator.

These specifications are for tipped (glued), full-size Cover-Tip specifically prepared for a 1105 Media, Inc. publication. Cover-Tips meeting these specifications will not trim flush with the magazine.

Magazine Trim Size:	7 7/8" x 10 7/8"	Cover-Tip Trim Size:	7" x 10"
Head Trim:	1/8"	Cover-Tip Bleed Size:	7 1/4" x 10 1/4"
Face Trim:	1/8"	Jog Direction:	Head
Foot Trim:	1/8"		

Magazine logo must be dominant on the front side of the Cover-Tip, although it doesn't need to be positioned at the top of the page.

Quantity

Stated circulation PLUS any bonus circulation PLUS 3%. (Confirm on specific issue.)

Due Date

All digital files must be received at least two weeks prior to our mailing date. Contact your Production Coordinator for exact due dates.

Pre-Approval

All anticipated cover wrap MUST be approved in advance, in writing, by the 1105 Media, Inc.'s Production Department. Otherwise, slowdown or increased bind-in charges may apply. Supply two paper dummies produced to desired size and paper stock.

Send samples to: *School Planning & Management/College Planning & Management*, Attn: Production Coordinator, 1105 Media, Inc., 9201 Oakdale Avenue, Suite 101, Chatsworth, CA 91311

Stock

Standard paper weight for a cover tip is 80# text basic min., to 7pt card stock max. Please confirm stock acceptability in advance.

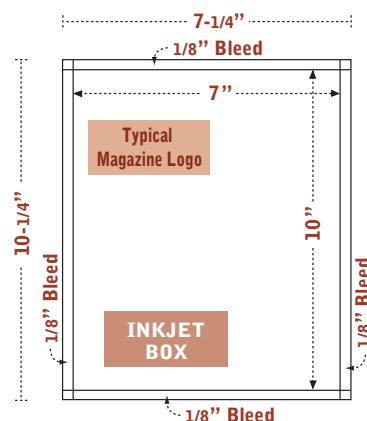
Media Shipping

Digital files should be provided on the following media: Macintosh formatted DVD or CD-ROM. Please label media with the magazine name, issue date and advertiser name. Include a laser of the media directory with all contents. Ads requiring work to be done by the Publisher will incur an additional charge. Media and advertising materials are kept by the Publisher for one year then destroyed. Return material requests must be made in writing and are shipped C.O.D.

Send Materials To:

Production Coordinator
School Planning & Management/College Planning & Management, (Issue Date)
 1105 Media, Inc.
 9201 Oakdale Avenue, Suite 101
 Chatsworth, CA 91311
 Tel: 818-814-5371/818-814-5257
 Fax: 818-734-1528
 Email: spladproduction@1105media.com/cpladproduction@1105media.com

Media, files and proofs should be securely packed and shipped. Contents of the package should be identified on the outside as to publication date and type of material contained within. Please include the magazine name and issue date on all packages.



Flat Size: 7 1/4" x 10 1/4" (includes bleeds).

Safety

Keep live copy at least 1/8" from the trim size. Allow 1/8" gutter margin to tip.

File Format

We support files generated by Adobe Acrobat using the 1105 Media Print Driver and 1105 Media Job Option Settings for Distiller, with specifications as listed below.

Download printer driver & distiller settings from our web site at:

<http://www.1105media.com/digitalAdRes.html>

In order to generate printable PDFs, it is important that the native file (QuarkXPress, Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- Set bleeds 1/8" beyond trim
- All images/scans must be in CMYK mode, 300 dpi resolution
- DO NOT use stylized fonts
- Embed all fonts
- Use Postscript (Type 1) fonts only. No True Type, Windows/PC or custom fonts accepted, unless converted to outlines.
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%

Preparing a PDF file (Preferred format):

- Use 1105 Media PPD Print Driver
- Use 1105 Media Job Option Settings for Distiller
- **Set crop marks with a 12 point offset**
- PDF file needs to be 1 inch larger than trim size of magazine and include crop marks

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator or Adobe Photoshop must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

FTP File and Upload Information

Name your files with the magazine name, issue date and project name. All uploads should be followed by either a confirmation phone call or email message to your Production Coordinator to verify the file has been sent.

It is important that the uploaded file is placed in the designated directory for expedient access. (Note: FTP software is required to upload the files.)

Host: <ftp://ads.1105media.com/>

User ID: 1105user

Password: 1105pass

Directory: /1105external/production/College_&_School_Planning/

Digital Advertising Resources

1105Media Inc. Media Kits and Ad Specifications

<http://www.1105media.com/adSpecs.html>

Specifications Web Offset Publications (SWOP)

<http://www.swop.org>

<http://www.swop.org/certification.html>

Adobe Acrobat

<http://www.adobe.com/products/acrobat/main.html>

Magazine Trim Size: 7.875" x 10.875"

