

Specifications

Specialty Food Magazine and Official Show Directory Specifications

- Trim size for all publications: 8-1/8" x 10-7/8" (206 mm x 276 mm)
- Printing process: Web offset
- Binding: Perfect bind

Page Dimensions

- *Live Area/Safety:* 7" x 10" (178 mm x 254 mm)
Keep all text and key images within these dimensions.
- *Trim Size:* 8-1/8" x 10-7/8" (206 mm x 276 mm)
- *Bleed Size:* 8-3/8" x 11-1/8" (213 mm x 283 mm)
Includes the required 1/8" bleed allowance on each side.

Electronic File Requirements

PDF files (particularly PDF/X-1a type) are preferred. When creating a PDF/X-1a file, a postscript document should be generated from the native application file prior to preparation. To review how to create a proper PDF/X-1a file, visit:

www.adobe.com/designcenter/acrobat/articles/acr8ap_pdfx_02.html
or www.prepressure.com/pdf/basics.

If you are unable to provide a PDF, we can accept Macintosh files created in Adobe Illustrator, Photoshop or InDesign. **NO OTHER PROGRAMS ARE ACCEPTED. We cannot accept files created in Microsoft Word, Excel, Powerpoint, Corel Draw, Publisher.**

The advertisement file should be the correct final size and include clear indications of trim lines and registration marks. Please set trim and registration marks to the outside of the document. As a back-up (optional), you may also include the working files, graphics and all fonts that are used in a stuffed (compressed) folder.

Prior to creating the PDF, the following details must be checked:

- Images must be a minimum resolution of 300 dpi.
Photos downloaded from the Internet are lo-res and NOT acceptable for print. The quality and clarity prohibit us from publishing photos taken from web sites.
- All colors must be converted to CMYK. We cannot print RGB colors. Pantone colors must be converted to process.
- Do not embed color profiles; our preflight software will void them.
- Trapping settings must be correct to avoid overprinting and type re-flow.

Color Proofs

To ensure accurate color reproduction, the ad file should be accompanied by or followed-up with a press-quality color proof.



SPECIALTY FOOD
NATIONAL ASSOCIATION FOR THE SPECIALTY FOOD TRADE, INC. MEDIA

www.specialtyfoodmedia.com

Valid color proofs include MatchPrints, Fujiproof, or digital proofs such as an Epson or Iris. Laser, ink-jet or color copy proofs are not acceptable for press reproduction. If a valid proof is not provided, the publisher of *Specialty Food Magazine* assumes no responsibility for color and content of the final print product.

How to Submit Display Advertising Materials

Upload your final ad file to our FTP site (preferred method):

<http://www.sendspace.com/business-dropbox/1apn3y>

Follow all instructions on the site to ensure that your ad is sent and we receive timely notification of posting.

Or send your final PDF via e-mail (maximum of 1 megabyte for transmission) to: pjjefferson@nasft.org

Or burn your final PDF and support files to CD/DVD, label and ship with a color proof to:

Phyllis Jefferson, Production Director
NASFT
120 Wall Street, 27th Floor
New York, NY 10005
646.878.0112

Inserts

Size, folding and content approval of inserts is required prior to acceptance to ensure run ability. Inserts must be printed to publisher's specifications. Contact your *Specialty Food Magazine* advertising representative or the production department for more information.

Specialty Food News Banner Specifications

Dimensions: 420 pixels wide x 60 pixels high.

Materials: .gif or .jpg files accepted. Please provide link for banner.

Sorry, no animated banners allowed.

Contact your sales representative for information on text banners.

Send banner file and instructions via e-mail to: pjjefferson@nasft.org

Specialtyfood.com Banner Specifications

Dimensions: 135 pixels wide x 100 pixels high.

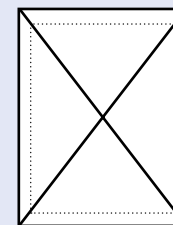
Materials: .gif or .jpg files accepted. Please provide link for banner.

Sorry, no animated banners allowed.

Contact your sales representative for information on text banners.

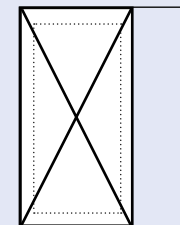
Send banner file and instructions via e-mail to: pjjefferson@nasft.org

Sizes below are shown as fractions, decimals and metric.



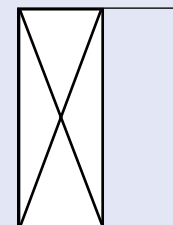
Full page trim

8-1/8" x 10-7/8"
(8.125" x 10.875")
178 mm x 254 mm



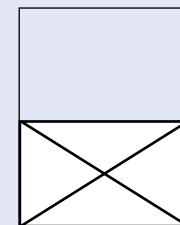
2/3 page

4-9/16" x 10"
(4.563" x 10")
116 mm x 254 mm



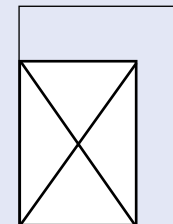
1/2 page vert.

3-3/8" x 10"
(3.375" x 10")
86 mm x 254 mm



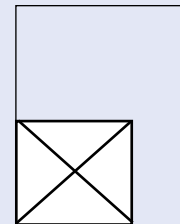
1/2 page horiz.

7" x 4-7/8"
(7" x 4.875")
178 mm x 124 mm



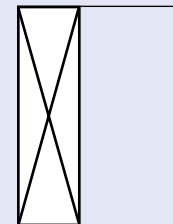
1/2 page island

4-9/16" x 7-1/2"
(4.563" x 7.50")
116 mm x 191 mm



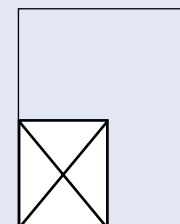
1/3 page square

4-9/16" x 4-7/8"
(4.563" x 4.875")
116 mm x 124 mm



1/3 page vert.

2-3/16" x 10"
(2.188" x 10")
56 mm x 254 mm



1/4 page

3-3/8" x 4-7/8"
(3.375" x 4.875")
86 mm x 124 mm