






# mechanical specs

AD FORMAT	TRIM SIZE	BLEED MATERIAL (1/8" ALL AROUND)
 <b>DOUBLE PAGE SPREAD</b>	16 1/4" x 10 7/8"	16 1/2" x 11 1/8"
 <b>1 PAGE</b>	8 1/8" x 10 7/8"	8 3/8" x 11 1/8"
 <b>2/3 PAGE</b>	4 9/16" x 9 3/4"	
 <b>1/2 PAGE H</b>	7" x 4 3/4"	
 <b>1/3 PAGE V</b>	2 1/4" x 9 3/4"	



## :: PRODUCTION PROCESS

- + Web Press at 150 line screen.
- + Covers are printed on Sheet-Fed at 150 line screen.
- + Paper Stock: Cover – glossy 200m; Interior – glossy 120m
- + Tidings goes direct-to-plate therefore material should always be the original art at a 150 line screen
- + Bindery method is saddle stitch

## :: DIGITAL FILE SUBMISSIONS

- + Tidings accepts PDF digital files.
- + Files must be supplied on Mac formatted CDs with Mac standard colour proofs.
- + A job directory should accompany the digital file and the CD should clearly identify the advertiser, the ad number, the magazine and the issue date.

- + Proper file construction is essential to avoid costly delays and revisions during production.

## :: COLOUR PROOFS

- + Press run-to proofs must accompany digital files and should print from the digital files.
- + Proofs should be Mac approved and have GATF/SWOP standard colour bars.
- + Colour proofs will be made at the client's expense if digital files are not accompanied by approved proofs.
- + When providing non-half-tone digital proofs, allowance for reproduction quality should be considered.
- + Colour laser proofs are not appropriate as press run-to proofs.

## :: SPECIFICATIONS

- + CMYK colour mode
- + Convert 5th colours to CMYK (except cover positions)
- + 150 line screen 280 maximum total ink limit for #3 coated stock
- + Minimum 300 dpi resolution
- + UCR: 300% GCR: 75% maximum, 80% black limit

## :: INSERTS & GATEFOLDS

- + Mechanical specifications for all supplied inserts – sizes, quantities required, shipping instructions, due dates, etc. – must be confirmed with the magazine production department.
- + Gatefold mechanical specifications are available upon request.

## :: NATIONAL ADVERTISING REPRESENTATION

### da Ponte + Company

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#### Marion da Ponte

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#### Caroline Ilaqua

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## :: PRODUCTION QUERIES TO: ART & PRODUCTION

artdept@tidingsmag.com

## :: SHIP ADVERTISING MATERIAL TO:

TIDINGS MAGAZINE

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