

# Client-Supplied Material Specifications



Please refer to the following guidelines when submitting ad materials for the **30 for the Future** publication.

## Files

**Preferred Format:** PDF files are preferred. Please create your pdf using press/high-quality/high-resolution settings. All fonts must be embedded properly, without subsetting. All color images must be CMYK.

**Bleed:** Include bleed (at least 1/8 inch on each side) and crop marks on all full page ads. All crops, registration and slug information must be positioned OUTSIDE the bleed area. It is recommend that all vital ad elements are kept a safety margin of 1/4 inch in from page edges.

**Note:** Microsoft Word, Publisher, PowerPoint and Excel files cannot be accepted. These files are not print layout files and do not translate to high-end print production.

## Fonts

Use only PostScript and Open Type fonts, if you are providing native files and fonts. If TrueType fonts are supplied with your ad we may need to substitute fonts. We support Adobe and Bitstream type libraries.

Ads submitted using Illustrator and Freehand must have fonts converted to outlines or paths to eliminate the need for supplying or substituting fonts.

## Images & Scans

All images should be compatible with Photoshop 10. Black-and-white photos should be scanned at 300 dpi grayscale. 4-color images should be scanned at 300 dpi as CMYK. RGB, Pantone (spot), and Lab color images will be converted to CMYK, and some color distortion may occur. JPEGs will be converted to TIFFs.

Scan your photograph or transparency as close to the actual reproduction size as possible.

Photographs, digital images and copy in Word format may be submitted for studio work. Final reproduction quality is contingent on sharpness of artwork furnished. Images scanned from preprinted pieces, such as catalogs, brochures or newspapers may tend to print more distorted and of lower quality than scans of original photographs, transparencies or slides.

## Color

We do not support Pantone (spot color) printing. Two-color and three-color ads must be produced in CMYK. Ads containing RGB, Pantone (spot), or Lab colors will be converted to CMYK, and some color distortion may occur.

**Matching 4-color process proofs:** Because of differences in equipment, paper and inks, imposition color conflicts and other conditions between proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job may occur and will constitute acceptable delivery.

Hard copy proof must be supplied on all four-color advertising. Publisher assumes no liability if proof is not provided.

## Client Approvals

Ads requiring alterations will be submitted for client approval. Clients will asked to confirm no communication or technical errors have occurred in the processing of their ad.

## Mechanical Requirements

| Size                            | Width    | Height |
|---------------------------------|----------|--------|
| Full page (trim) . . . . .      | .8 x     | 10-7/8 |
| Full page (with bleed) . . . .  | .8-1/4 x | 11-1/8 |
| Full page (live area) . . . . . | .7 x     | 10     |
| 1/2 horizontal . . . . .        | .7 x     | 4-7/8  |
| 1/2 vertical . . . . .          | .4-5/8 x | 7-3/8  |
| 1/3 square . . . . .            | .4-5/8 x | 4-7/8  |
| 1/3 vertical . . . . .          | .2-1/4 x | 10     |
| 1/4 page . . . . .              | .3-3/8 x | 4-7/8  |
| 1/6 horizontal . . . . .        | .4-5/8 x | 2-3/8  |
| 1/6 vertical . . . . .          | .2-1/4 x | 4-7/8  |

## General Information

**Multipage ROP:** Rates quoted on request.

## Sending Materials

**Compatible media:** CD-ROM.

Materials will be returned on request only. Please be sure to include "ship to" address and clear, accurate instructions.

**E-mail:** [advertising@LPCpub.com](mailto:advertising@LPCpub.com)

**Mail:** LPC Publishing Company  
30 for the Future Advertising  
2026 Murray Hill Road, Suite103  
Cleveland, Ohio 44106

**FTP:** In your web browser visit [uploads.livepub.com](http://uploads.livepub.com) and follow the online directions.

**Fax:** 216-721-2525  
ATTN: **30 for the Future** Advertising Coordinator

## Questions?

Contact Gail Smith,  
Production Manager at  
216-721-1800, ext. 125,  
or e-mail [gsmith@LPCpub.com](mailto:gsmith@LPCpub.com)