

## Display Advertising Size Requirements

Trim Size: 8.125" x 10.8125" • Bleed: 1/8" • Safety: Keep live matter 1/4" from trim

SPACE UNIT	TRIM SIZE	BLEED	NON-BLEED
1/4 page	3.4" x 4.76"	N/A	3.4" x 4.76"
1/2 page horizontal	7.127" x 4.76"	N/A	7.127" x 4.76"
1/2 page vertical	3.4" x 9.85"	N/A	3.4" x 9.85"
Full page	8.125" x 10.8125"	8.375" x 11.062"	7.127" x 9.85"
2-page spread*	16.250" x 10.8125"	16.500" x 11.062"	15.681" x 9.85"

Each magazine is printed web offset: perfect bound and jogs to the head. Keep live matter 1/4" from trim: head, foot, and sides.

**\*IMPORTANT:** Spreads that have crossover type should allow at least 1/4" safety from gutter on both pages of the spread. Any images that cross over the gutter should be double burned 1/32" on each side to ensure correct alignment. This does not apply to saddle-stitched supplements.

### Send all advertising and production materials to:

EXCEPTIONAL PROPERTIES  
 QUALITY ASSURANCE MANAGER  
 CurtCo Robb Media  
 One Acton Place  
 Acton, MA 01720  
 978.264.7500

### Advertising Materials

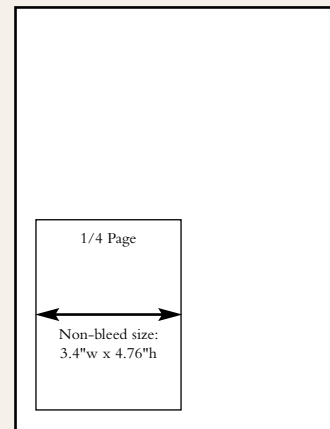
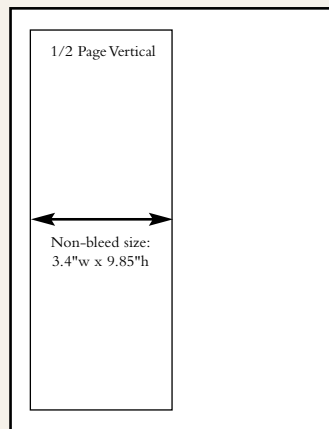
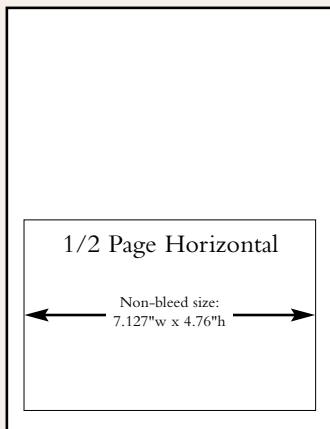
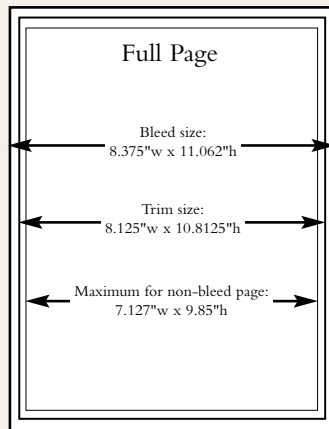
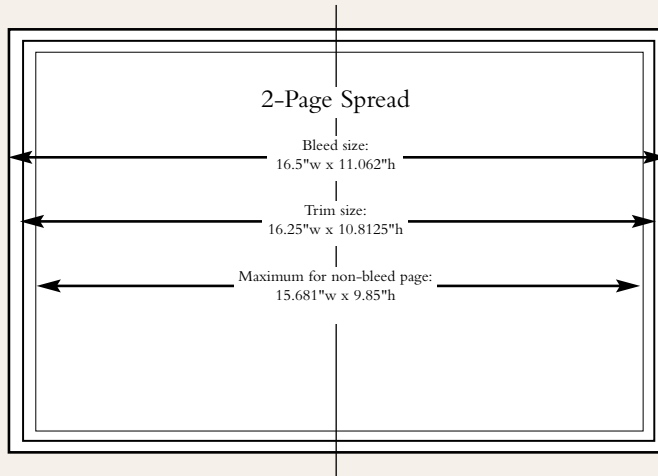
CurtCo Robb Media prefers to receive PDF/X-1As or native application files. Send all digital materials with a calibrated contract proof. Please review the submission guidelines on pages 3 and 4, or call the *Exceptional Properties* Quality Assurance Manager at CurtCo Robb Media at 978.264.7500.

All advertising materials will be destroyed after one year. Should you require that files be returned, please submit a written request (within 9 months of submitting materials) to:

EXCEPTIONAL PROPERTIES  
 QUALITY ASSURANCE MANAGER  
 CurtCo Robb Media  
 One Acton Place  
 Acton, MA 01720

ad sizes

Live matter must be 1/4" from trim on all sides.



## Contract Proof Requirements

*Exceptional Properties* strives for the highest print reproduction quality for both advertising and editorial content. For us to achieve that high quality, *Exceptional Properties* requires that a contract proof be submitted with each advertising submission. All contract proofs should be made according to the manufacturer's SWOP/GRACoL Application Data Sheet. For a current list of SWOP/GRACoL Application Data Sheets and output requirements, please visit [www.idealliance.org](http://www.idealliance.org). Acceptable color proofs for new advertising materials are limited to:

- **Kodak Veris** (Formerly Creo Veris)
- **EFI/Best ColorProof** (Canon, Epson, HP)
- **GMG colorProof** (Canon, Epson, HP)
- **Fuji FinalProof**
- **Fuji PictroProof**
- **Agfa Sherpa**
- **CGS ORIS** (Canon, Epson)
- **ColorBurst** (Epson)

All proofs must be made from the original digital file, include trim/bleed marks, a color control bar, ID of proofing system used, calibration date/time, and target output profile. *Exceptional Properties* will not accept film-based halftone proofs, color lasers, acetate color keys, tear sheets, blue lines or any proof other than those mentioned above.

All contract proofs are required to be supplied with a 6 mm calibrated color bar showing 5%, 25%, 50%, 75%, 95%, and 100% tone values for each process color. Additionally, three-color gray balance values should be included as described by SWOP/GRACoL.

## Contract Proof Targets

### Line Screen

All contract proofs should be output at 150 line screen, with a round halftone dot.

### Total Area Coverage

Total area coverage (TAC) for all supplied material should not exceed 300%.

### Tone Value Increase and Solid Ink Density

Tone Value Increase (TVI) reflects the difference between the dot in the digital file and the final printed dot. The table below reflects target TVI (dot gain) values, as well as the associated tolerance range for each process color. Solid density measurements for supplied contract proofs should also fall within the ranges specified below (absolute, includes paper):

	TVI Target	TVI Tolerance	Density Target	Density Tolerance
Yellow:	18%	±4%	1.05	±.10
Magenta:	20%	±4%	1.50	±.10
Cyan:	20%	±4%	1.40	±.10
Black:	22%	±4%	1.70	±.10

## Digital File Submission

Use the checklist located on page 5 of this document for all display advertising submissions.

- Submit Macintosh formatted media and files. PC media and files will not be accepted.
- Send all materials on a CD, DVD, or via FTP (FTP instructions are included on page 6).
- Do not send files via email.
- All other media: Please call the Quality Assurance Manager ahead of time to ensure media is acceptable.
- All disks should be labeled with advertiser name, publication and insertion month.

## General Guidelines

- Trap all artwork when required to 0.003”.
- Ensure that all images are a minimum of 300 ppi at 100% of final placement size.
- Convert all spot/special colors to four-color process.
- Please provide CMYK files and images only. Do not submit files in RGB, or files containing additional channels.
- Use 12–point offsets for registration marks.
- All ads should be built with either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf). TrueType fonts will not be accepted.

## Plate-Ready Files

- PDF/X-1a (ISO 15930-1:2001)

## Native Application Files

### Page Layout Files

#### InDesign 3.0 or higher

- Flatten any transparency.
- Do not menu-style fonts (use a font attribute, such as selecting “italic” in the style menu). Use the font variation instead.
- Use the InDesign “Package” feature to ensure all page elements (images and fonts) are captured and included.

### Adobe Photoshop Files

#### Photoshop 10.0 or higher

- Flatten all images. Layered files will not be accepted.
- Save all images in either TIFF or EPS format.
- Ensure that all Photoshop files are a minimum of 300 ppi at 100% of final placement size (600 ppi if text elements are embedded.)

### Adobe Illustrator Files

#### Illustrator 13.0 or higher

- Save all Illustrator files in EPS format.
- Keep path complexity to a minimum when possible.
- Outline fonts when possible. Submit acceptable fonts according to the General Guidelines above when fonts are not outlined.

## Preflight

- Run preflight software on files whenever possible and provide the preflight report with all final digital files.

## digital advertising checklist

Please complete all areas of the form. Fill out a separate form for each advertising submission. Include this form when submitting advertising materials, or fax it to 978.264.7503.

### Send all advertising materials to:

EXCEPTIONAL PROPERTIES QUALITY ASSURANCE MANAGER  
CurtCo Robb Media  
One Acton Place  
Acton, MA 01720

<b>Advertiser:</b>	<b>Phone:</b>	<b>Fax:</b>
<b>Contact Name:</b>	<b>Email:</b>	
<b>Agency/Tradeshop:</b>	<b>Phone:</b>	<b>Fax:</b>
<b>Contact Name:</b>	<b>Email:</b>	
<b>Month/Issue:</b>	<b>Ad Size/Shape:</b>	

Check or fill out all areas that apply.

**Filename:**

**Media:**

CD   
DVD   
FTP

**\*Files submitted electronically must be compressed. Stufft compression is recommended.**

**File Type:**

PDF/X-1a   
Native Application File

**Application:**

InDesign  version  
Illustrator  version  
Photoshop  version

**Fonts:**  Included  N/A

**Images:**  Included  N/A

**Colors:**  Black/White (Grayscale)  
 4/Colors (CMYK)

**\*Density of ink coverage should not exceed the following: B/W: 80%, 4/C: 300%.**

**Contract Proof:**

Kodak Veris   
Fuji FinalProof   
Fuji PictroProof   
Agfa Sherpa   
CGS ORIS   
Epson ColorBurst   
EFI/Best ColorProof   
GMG ColorProof

Trim and bleed marks included   
Color bar included   
Proof ID slug included (calibration, profile)

**\*If you are unable to supply us with an acceptable proof, a contract-level Epson proof will be generated for use on press.**

**CurtCo will ensure the best color reproduction if a contract proof is not provided. CurtCo waives liability in this event.**

I have read the Digital Advertising Checklist. I understand that color accuracy cannot be guaranteed without a calibrated contract proof.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



**A physical contract proof must be sent for all ads that are submitted electronically. Please contact the Quality Assurance Manager at 978.264.7500 after uploading any documents.**

**Please ensure that your filename does not contain any spaces (use\_underscores\_instead) or special characters. Do not attempt to upload files with filenames containing more than 32 characters, or containing the characters \, /, :, \*, ?, <, >, or |.**

**FTP services are compatible with both Mac and PC platforms. Popular FTP client software can be downloaded by following the links below.**

## Mac

Fetch: <http://www.fetchsoftworks.com/>

Transmit: <http://www.panic.com/transmit/>

## PC

CuteFTP: <http://www.globalscape.com/products/fms.asp>

WS\_FTP: [http://www.ipswitch.com/products/ws\\_ftp/index.html](http://www.ipswitch.com/products/ws_ftp/index.html)

Internet Explorer 6.0 or higher.

## Procedures

1. Launch your ftp application.
2. You will be asked for a server address, username, and password.

**Server: ads.curtco.com**

**Username: epads**

**Password: digitalwave**

3. All files should be compressed into one archive prior to transfer. StuffIt (.sit, .sea), Zip (.zip), or BinHex (.hqx) encoding will be accepted. StuffIt (.sit) compression is recommended.

StuffIt software can be downloaded from: <http://www.stuffit.com>

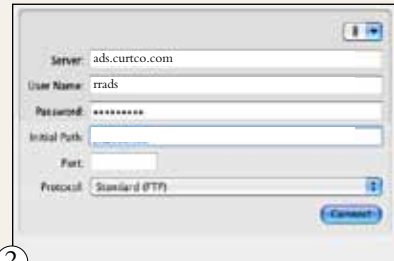
4. Ensure that your filename does not contain any spaces or special characters. When naming your file, use only letters of the alphabet or numbers. Do not use any grammatical symbols with the exception of an underscore (use underscores instead of spaces).

5. Locate the file on your local hardrive and either drag and drop into the upload area, or select the file and choose upload (depending on your ftp application).

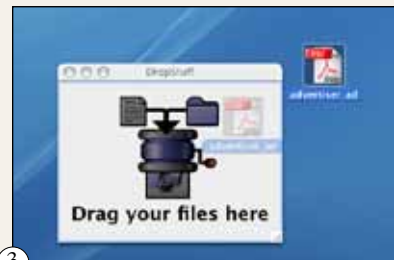
6. Once your file has been sucessfully uploaded, please contact the *Exceptional Properties* Quality Assurance Manager with confirmation of the final filename and transfer date/time.



①



②



③



④



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1. Whom do I contact with technical issues?
2. Whom do I send materials to?
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1. **Whom do I contact with technical issues?** The *Exceptional Properties* Quality Assurance Manager is the best person to contact with any technical questions relating to your ad. You can reach the *Exceptional Properties* Quality Assurance Manager at 978.264.7500.

2. **Whom do I send materials to?** Materials can be sent to the *Exceptional Properties* Quality Assurance Manager via your preferred method of courier. We can accept digital files on CD, DVD, or via FTP.

3. **Why does *Exceptional Properties* use Macintosh computers?** We're not alone. In fact most graphic designers, publishers, and printers work on the Macintosh platform. Included in this group is our print vendor, who requires us to supply Macintosh files.

4. **What program files does *Exceptional Properties* accept?** If you are working on a Macintosh we can accept your files in a variety of ways. We prefer either PDF/X-1a files or packaged layout application files built in InDesign. We also accept Photoshop and Illustrator files saved in EPS or TIFF format.

5. **Can *Exceptional Properties* make changes to my ad?** Sometimes. If the file is supplied as a PDF/X-1a, EPS or TIFF file, we are unable to edit the advertisement. However, if the file is supplied in a Macintosh-based layout program, we can. Please remember that any alterations to a file will incur an additional charge. Also, due to strict printing deadlines, sometimes we are unable to make an alteration if it is requested too late in our production cycle.

6. **Why do I need to give *Exceptional Properties* a high quality contract proof?** In order to ensure that what we reproduce in *Exceptional Properties* magazine is exactly what you envision, we require a "contract proof" of each ad to accompany the digital file. Not only does this help us eliminate errors in the reproduction, but it gives us visual guidance while working on your ad, making the entire process run much more smoothly. We ask that your proof show trim marks for positioning and bleed. Each proof must also be supplied with a calibrated color bar. **CurtCo Robb Report, LLC requires one of the following proofs: Fuji FinalProof, Fuji PictroProof, Kodak Veris (Formerly Creo Veris), Agfa Sherpa, EFI/Best ColorProof (Canon, Epson, HP), CGS ORIS (Canon, Epson), GMG colorProof (Canon, Epson, HP), ColorBurst (Epson).** Color lasers, PDFs, or other continuous-tone proofs will not be accepted.

7. **What are support files?** Support files are any of the elements brought together in the layout to make up the entire page design. These include images, logos, and fonts. Either OpenType or Macintosh Postscript Type1 screen and printer fonts are required for us to be able to view the image on-screen and to print it correctly.

8. **What is a PostScript Type1 font?** PostScript Type1 refers to the type of PostScript encoding used to recognize a font and its characteristics. Because the RIP (Raster Image Processing) process (see "What is localized styling and why is it bad?") renders files by their PostScript code, a non-PostScript font is not recognized properly during output. A good source for purchasing PostScript Type 1 fonts is Adobe's website, [www.adobe.com](http://www.adobe.com).

**9. What is an OpenType font with PostScript outlines?** OpenType is a new cross-platform font file format developed jointly by Adobe and Microsoft. Adobe has converted the entire Adobe Type Library into this new format. The two main benefits of the OpenType format are its cross-platform compatibility (the same font file works on Macintosh and Windows computers) and its ability to support widely expanded character sets and layout features, which provide richer linguistic support and advanced typographic control. OpenType fonts use a single font file for all outline, metric, and bitmap data, rather than separate screen and outline font files.

The OpenType format is a superset of the existing TrueType and PostScript Type 1 font formats. OpenType can contain either PostScript font outlines (.otf) or TrueType font outlines (.ttf). OpenType .otf fonts are recognized and rendered on-screen by a PostScript rasterizer, such as Adobe Type Manager (ATM), which is either installed as an add-on system software component, or built into some operating systems, such as Mac OS X. OpenType fonts peacefully coexist with current font formats and can be used in the same document alongside PostScript Type 1 fonts.

**CurtCo Robb Media, LLC recommends using either Macintosh PostScript Type 1 fonts or OpenType fonts with PostScript outlines (.otf) for final page composition.**

**10. What is localized styling and why is it bad?** Localized styling is altering the bold or italic appearance of a font (typeface) within a program. For example, if you are using the font Minion in your ad and you would like certain copy to be bold, you might be tempted to simply make the font bold by using the “bold” button in the style menu. The proper way to handle this is to use the font that gives you exactly the look you want, i.e. Minion Bold from the global font menu. By using the layout software’s “bold” function rather than using the bold version of the font, you are also disregarding the type designer’s kerning and character shape adjustments.

The reason we avoid localized styling is to avoid potential problems during the process of sending the final electronic file for output. This process is known as Raster Image Processing (RIP). RIPs used for print production are generally based on PostScript technology. Basically, the RIP translates all elements of the file, including the fonts, according to its PostScript code to enable proper press-ready output. Sometimes, when localized styling is applied to a font, the RIP software does not recognize this encoding as part of the font’s PostScript code and this information can be lost, resulting in incorrect reproduction.

**11. Can I use an image from a web site?** Most likely not. Most images that are used on the Internet are prepared at a resolution of 72 ppi (the resolution of most common computer monitors), to allow them to be loaded and viewed quickly. Unfortunately, this resolution is much too low for quality print reproduction; we recommend 300 ppi at 100% of final placement size. Otherwise, the image may look “jagged.”

**12. What should I do if my file is very large?** All files should be compressed into one folder before electronic submission. We can accept files compressed using Zip (.zip), StuffIt (.sit and/or .sea), or Binhex (.hqx). Using one of these compression options will minimize the potential for problems when we decompress the file.

All inserts are handled on a case-by-case basis. Please contact *Exceptional Properties'* Production Manager at 978.264.7500 for insert specifications, quantities, due dates, and shipping instructions.

Shipping Address\*:

Quad/Graphics  
555 South 108th Street  
West Allis, WI 53214  
Attn: Bryan Roddy  
(414) 566-2100 ext. 3333

<u>Issue</u>	<u>Job Number</u>
Jan Feb-12	B1-00978-0
Mar Apr-12	B2-0AFV-0
May Jun-12	B2-0AFW-0
Jul Aug-12	B2-0AFX-0
Nov Dec-12	B2-0AFY-0
Jan Feb-13	B2-0AHI-0

**\*All skids and the Bill of Lading must include the Issue's Job Number or it may not be accepted.**

Please do not ship directly to the printer without prior communication with *Exceptional Properties'* Production Department.