SECTION 8
MAGAZINE

Product Guidelines & Ad Specs

Deadlines

All ads arriving in finished form should be delivered no later than Friday at 8:00 p.m. Materials for ad builds (text, show listings, images) should also arrive no later than Friday at 8:00 p.m. Anything submitted after this deadline is subject to space availability (unless a previous arrangement has been made with your advertising representative).

Delivery

Section 8 Magazine accepts electronic files on disc and by e-mail. E-mail ads directly to your Section 8 Magazine squad sales rep.

Remember to put the subject line of your e-mail ; include the name of the advertiser and the date the ad is to run.

Ads produced outside of **The Section 8 Magazine factory** should be sent to us as complete digital files. Please build the ad to the exact size (see size sheet for dimensions), with no crop marks, color key, or excess white surrounding the image area. Ads are force-fit to their bounding box on the page, therefore any ads that do not conform to our sizes will suffer some distortion.

Application–Specific Requirements

We accept,(in order of preference):

Acrobat (PDF): These files must be in their final version.

Embed all fonts, or convert text to outlines. If the PDF arrives with missing fonts, we will rasterize the ad, which may impact the print quality.

Black and white ads: make sure all images in the file are grayscale.

Full color ads: must be 4-color CMYK process and NOT RGB.

Spot color ads: must be built as a 4-color process.

Adobe Illustrator: Please be sure to OUTLINE all the fonts and include all linked IMAGES with these files.

Adobe Indesign: Include all FONTS and IMAGES or export the file to eps with all fonts OUTLINED.

Photoshop: Please send flattened artwork in tiff format at 300 dpi.

image quality, resolution, and color Specifications

All artwork should be at least 200 dpi; 300 dpi is preferred for finished ads.

Color ads should be built in CMYK, rather than built in RGB and converted to CMYK. The conversion process tends to create high ink densities that do not print well, particularly in the blacks (see below).

Our maximum ink density is 220. While applications will allow you to build images to a density of 400, such a high value will not absorb properly into newsprint, causing bleeding and offsetting of the ink into areas not intended.

Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small variations in registration.

The same applies for reversed type

(white type on a black or color background)

Blacks should be created as 100% K,

or K plus one other color.

Never create a black out of all four colors.

Section 8 Magazine CANNOT GUARANTEE EXACT COLOR MATCHING Thank you, and we love you.

1/4 page

half page

1/4 page vert

half page VERTICAL
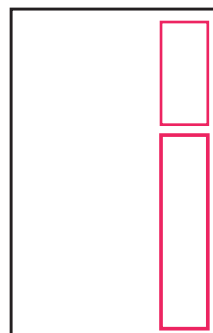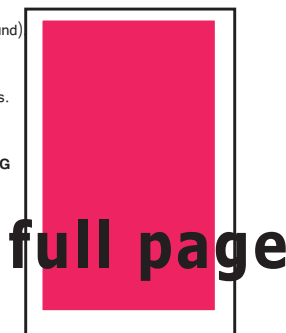
Mini - vertical and ultra mini verticals

full page