

**PRINT SPECIFICATIONS**

**PRINT ADVERTISEMENT SPECIFICATIONS**

**BLEED AD SPECIFICATIONS**

**DIGITAL SPECIFICATIONS**



# PRINT SPECIFICATIONS

Please provide ad materials in one of the following formats:

- › **Acrobat:** .pdf (PDF/x-1a is our preferred format for all submissions. Press Quality if also acceptable.)
- › **Photoshop:** .eps or .tif
- › **Illustrator:** .eps (fonts outlined and images embedded)

All images MUST be hi-resolution (at least 300 dpi). Convert files to process colors (CMYK). **Pantone and spot colors will be converted and may cause a color shift.**

### Acceptable Media:

FTP, CD, e-mail (up to 8Mb) or cloud file sharing service (e.g., Sign up for a free account with Dropbox.com or Hightail.com and send links to large files without overloading your inbox).

### Proofs:

Proofs are preferred, but MUST be supplied with all color-critical ads. Only SWOP certified contract proofs are acceptable for critical color.

### Identify “For Position Only” by clearly labeling

### Full Page ads:

- › All images and text should be 0.25” from trim
- › Supply 0.125” beyond trim for bleed images
- › Live area for a full page with bleed is 7.375 x 10

### Don't use unacceptable software:

- › Microsoft Word

- › Microsoft Publisher or Power Point
- › Crude paint programs (Paint or MacPaint)
- › Spreadsheet database (i.e. Excel)

**We cannot accept these and will ask you to redo them.**

### Don't scan images low-resolution

(below 250 dpi) We cannot guarantee print quality

Ad sizes:	Inches	Millimeters
	width x depth	width x depth
<b>2 page spread</b>		
Non-bleed	15.25 x 10	388 x 254
*Bleed	16 x 10.75	407 x 274
<b>Full page</b>		
Non-bleed	7.375 x 10	188 x 254
*Bleed	8.125 x 10.75	207 x 274
<b>2/3 page</b>		
Non-bleed	4.5 x 10	114 x 254
*Bleed	5 x 10.75	127 x 274
<b>1/2 page</b>		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
*Bleed	8.125 x 5.25	207 x 133
Island - 2 columns	4.5 x 7.5	114 x 191
*Bleed	5 x 8	127 x 203
Vertical - 1/2 page	3.375 x 10	85 x 254
*Bleed	3.875 x 10.75	98 x 274
<b>1/3 page</b>		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
<b>1/4 page</b>		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 92
Vertical - 1/2 page	3.375 x 4.625	85 x 118
Island - 1 column	2.125 x 7.375	54 x 188
<b>1/6 page</b>		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
<b>1/8 page</b>		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 57
Vertical - 1 column	2.125 x 3.625	54 x 92

**\*Bleed or Oversize:** No extra charge for bleed. Bleed not acceptable on less than 1/2 page. Keep all live area material 0.5” (13mm) away from edges (trim size 7.875” x 10.5” or 200mm x 267mm).

Please see pages 3 and 4 for visual references of ad sizes and additional details on bleed ad specifications.

## SEND FILES VIA:

### Mail Delivery

WATT Global Media  
Attn: Connie Miller  
303 North Main Street, Suite #500  
Rockford, Illinois 61101

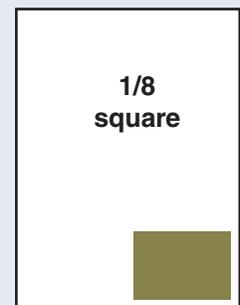
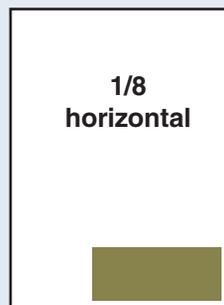
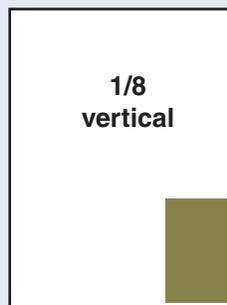
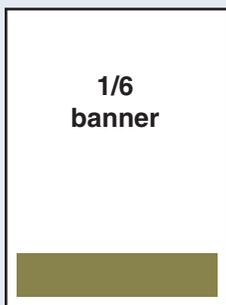
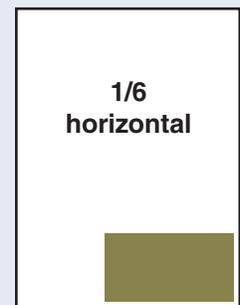
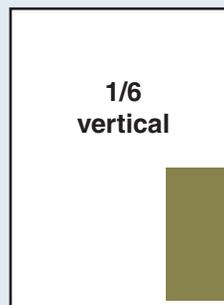
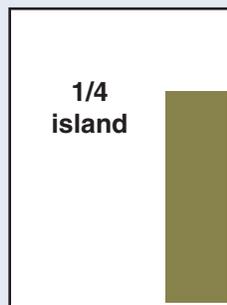
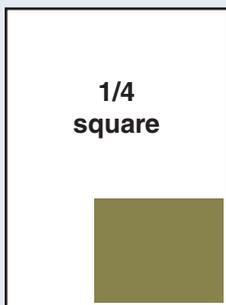
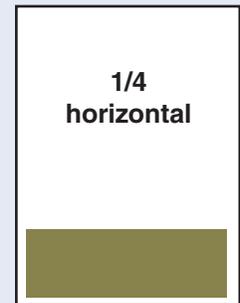
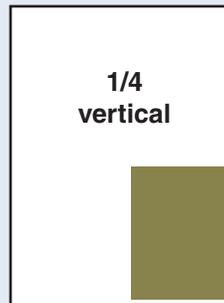
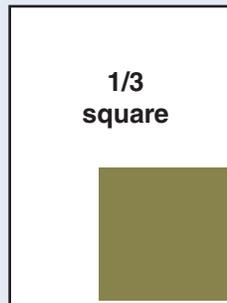
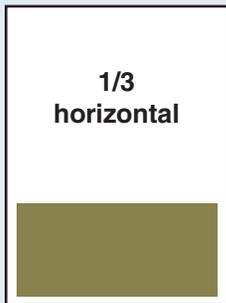
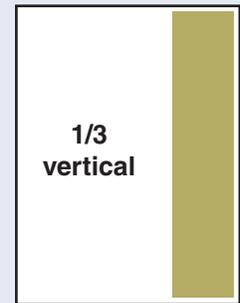
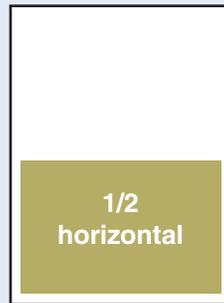
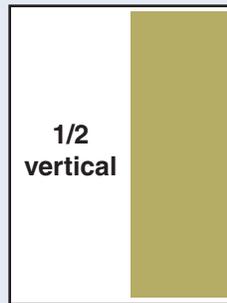
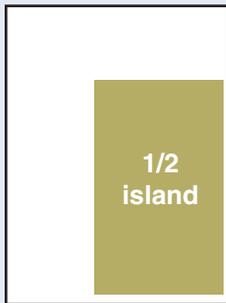
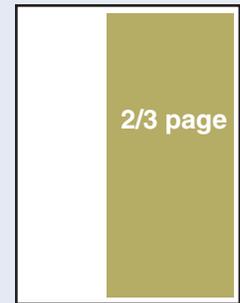
### Email

cmliller@wattnet.net

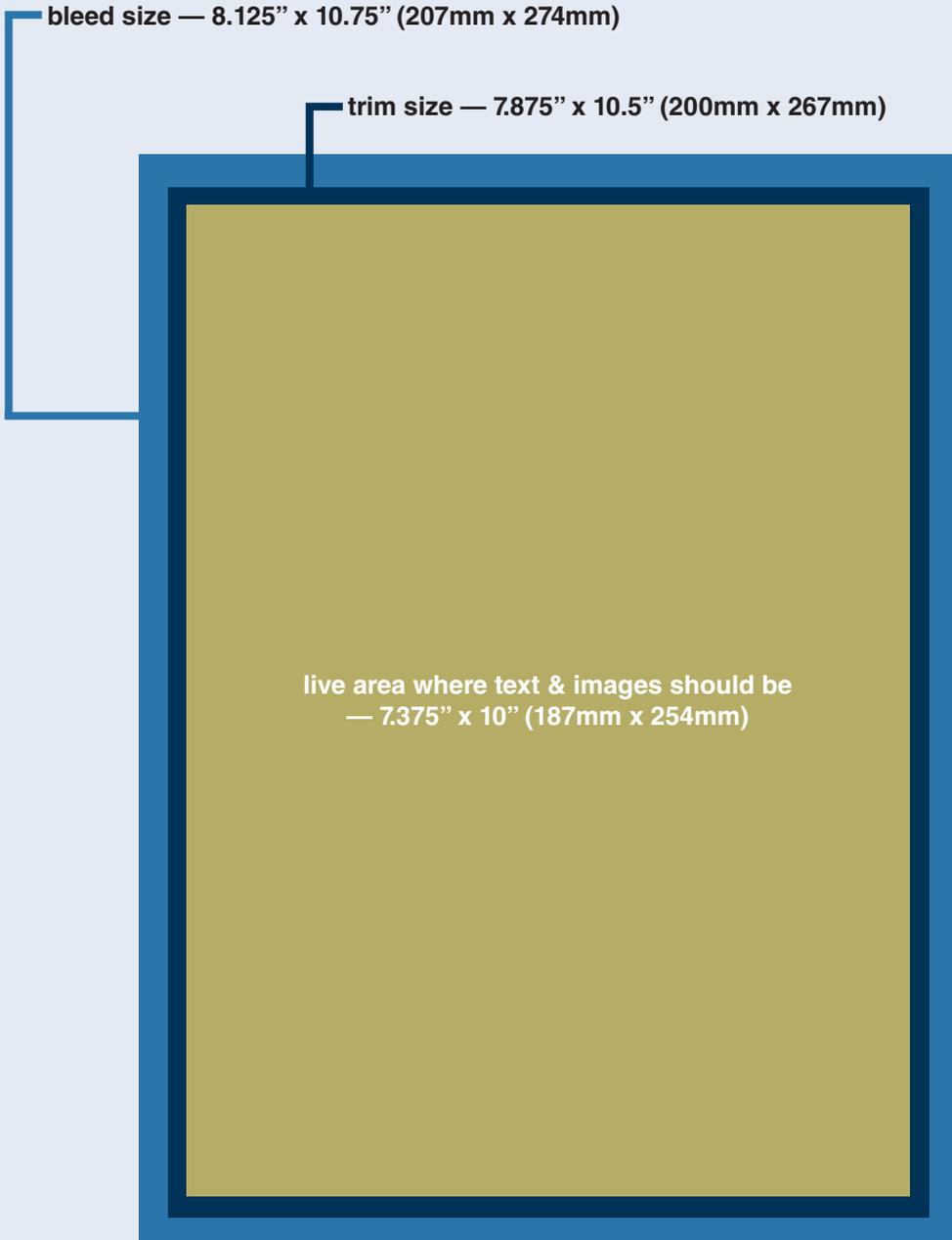
### Upload to FTP Site

FTP: ftp://ads.wattnet.net  
Login: Watt\ftp  
Password: WattMM303

# PRINT ADVERTISEMENT SPECIFICATIONS



## BLEED AD SPECIFICATIONS



# PRINT ADVERTISEMENT SPECIFICATIONS



## CREATING PDFS: PREFERRED FORMAT

PDFs can usually be made either by distilling an EPS exported from programs such as Quark, InDesign and Illustrator, or printed directly from the program you're working in.

### Distilling:

Adobe highly recommends that PDF's be created from Acrobat Distiller. \*\*Only EPS documents should be Distilled.

1. Select PDF/x1-a or Press Quality in the job options pop-up menu of Distiller.
2. Drag & drop the .eps file onto Distiller. This will create the high-res PDF for you.

### Printing:

If your computer has an Adobe PDF option in its printer menu:

1. Select Print from the File menu.
2. Select the Adobe PDF printer.
3. Click on the Setup button, then click on the Preferences button.
4. Select PDF/x-1a or Press Quality from the default settings drop-down menu.
5. Click OK to print to PDF.



## ADOBE ILLUSTRATOR

### 1. Create your ad to size.

- › Use only high-resolution TIFF or EPS images (300dpi)
- › Crop images for use at 100% to avoid huge file sizes and masking problems
- › Use only CMYK colors (convert PMS & RGB colors to CMYK)
- › Do not use spot colors
- › Supply 1/8" beyond trim for bleed images; keep all art within live area 1/4" from trim all around

### 2. Do all of the following.

- › Look for type that may have shifted in the ad
- › Outline all fonts: Select all, go to Type, Create Outlines, click off.
- › Go to Type, Find font, highlight each font to locate, then delete. Repeat as necessary.
- › Embed all images (Select all, select Embedded Images in Document Info menu)
- › Double check your work: Select all, open the Document Info palette, select Objects in menu:
  - › RGB Objects: None
  - › Spot Color Objects: None
  - › Fonts: None
  - › Linked Images: None
  - › Type: CMYK
  - › Resolution: at least 300 x 300

### 3. Save File: Go to Save as: Illustrator EPS.

- › Compatibility: Version 10.0
- › Preview: Tiff (8-bit color)
- › Options: Include thumbnails, CMYK Postscript
- › Postscript: Level 3



## ADOBE PHOTOSHOP

### 1. Create your ad to size.

- › Use only high-resolution TIFF or EPS images (300dpi)
- › Crop images for use at 100% to avoid huge file sizes and masking problems
- › Use only CMYK colors (convert PMS & RGB colors to CMYK)
- › Do not use spot colors
- › Supply 1/8" beyond trim for bleed images; keep all art within live area 1/4" from trim all around

### 2. Save file as TIFF.

- › Image Compression: None
- › Pixel Order: Interleaved
- › Byte Order: IBM PC
- › Layer Compression: Discard Layers and Save a Copy (if available)

# DIGITAL SPECIFICATIONS

## WEBSITE BANNERS

### Banner sizes (in pixels)

- › Leaderboard: 728w x 90h
- › Medium Rectangle (2): 300w x 250h
- › Footerboard: 728w x 90h
- › Sky Scraper: 160w x 600h
- › Welcome ad: 300w x 250h

Please provide linking instructions and digital ad materials in the following format (The file size must remain under 130kb)

.jpg, .gif or .swf

If a .swf file is the desired format, please insert the following ClickTag:

```
on (release) {
  if (clickTAG.substr(0, 5) == "http:") {
    getURL(clickTAG, "_blank");
  }
}
```

Please ensure that the file is written in Action Script 2.0 and exported for Flash Player 9. Please ensure that the layer with the actionscript and button be the topmost layer.

## E-NEWS BANNERS

### Banner sizes (in pixels)

- › Top Banner: 470w x 56h

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- › .jpg
- › .gif (In Outlook 2007-2010, only the first frame of an animated .gif file will display. Please ensure essential details and company information are on the first frame of the file.)

## SPONSORED LINKS

Please provide the following for website and/or eNewsletter sponsored links:

- › Headline: 64 characters or less (including spaces)
- › Description: 160 characters or less (including spaces)
- › Linking instructions

## DIGITAL EDITION BLOW-IN ADS

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- › Digital blow-in ad: 300w x 250h
- › .jpg
- › .gif

For more information about our other digital products, please click one of the links below.

Agribusiness: [www.wattnet.com/ag](http://www.wattnet.com/ag)

Petfood Industry: [www.wattnet.com/pet](http://www.wattnet.com/pet)

## WATT CUSTOM EMAIL CAMPAIGN SPECIFICATIONS

WATT Global Media email campaign materials should be submitted in finished HTML format.

The following criteria must be met to be considered as finished HTML format:

- › The HTML file must be submitted as an attachment with an .html extension.
- › The styles within the HTML must be applied as basic HTML in-line styles.
- › Internal CSS style sheets are not universally rendered by email providers.
- › Our mailer system does not allow for use of CSS styles.
- › Any images not being hosted externally must be provided separately in an attached zip folder.

If completed HTML cannot be provided we are able to create a basic HTML design. Creating finished HTML email campaign material will add additional fees to the cost of the send. We have standard guidelines to follow for creating the email design.

The following must be supplied before the basic HTML design can begin:

- › Header banner – approximately 600w x 200h pixels in .gif or .jpg web format.
- › Body of text – must be supplied in a selectable format.
- › Additional images – 2-3 small images may be supplied in .gif or .jpg web format to be included.

For multiple sends of a single email campaign, the following must be provided:

- › A few slight revisions to the body copy to avoid being labeled as spam.
- › An updated subject line for each email send.

Here are list of best practices to consider when preparing an eblast campaign:

- › Utilize a strong call to action within the subject line to entice a subscriber to open the email.
- › Place significant text within the top 400 pixels of the layout and ensure that it is compelling enough to stand alone without the images.
- › Tailor the message specifically to your audience.
- › Limit the amount of imagery being used in the design.
- › A 75% text to 25% image ratio is highly recommended.
- › Many e-mail providers do not allow automatic image downloads.
- › Lower image ratios help HTML emails avoid spam filters.

If you have any questions please email Connie Miller at [cmiller@wattnet.net](mailto:cmiller@wattnet.net).