

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less desirable printed results.

Size	Live (Non-Bleed)	Trim	Bleed
Full-Page	7 3/4" x 10 3/8"	8 1/4" x 10 7/8"	8 1/2" x 11 1/8"
Spread	15 1/2" x 10 3/8"	16 1/2" x 10 7/8"	17" x 11 1/8"
2/3 Vertical	4 5/8" x 10"		
1/2 Horizontal	7 1/16" x 4 3/8"		
1/2 Island	4 5/8" x 7 1/4"		
1/2 Vertical	3 7/16" x 10"		
1/2 Spread	15 1/2" x 5 1/4"	16 1/2" x 5 1/2"	17" x 5 5/8"
1/3 Square	4 5/8" x 4 7/8"		
1/3 Vertical	2 1/4" x 10"		
1/4 Vertical	3 7/16" x 4 13/16"		

Live matter must be at least 1/4" from trim.

Binding: Perfect Bound



Ad sizes are to scale.

Digital Advertising Resources
NACS Magazine Media Kit and Ad Specifications
www.convenience.org/advertise

NACS
Attn: Rose Johnson - Production Manager
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Alexandria, VA 22314
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Email: production@convenience.org

File Formats

We prefer PDF files generated using PDF/X1a settings. In order to generate printable PDFs, it is important that the native file (Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- Set bleeds 1/8" beyond trim
- All images/scans must be in SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi resolution
- Use Postscript (Type 1) fonts only; no True Type, Windows/PC or custom fonts accepted, unless converted to outlines
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%
- Standard trim, bleed and center crop marks should be included and have a 12 point offset (no marks included in the "live" image area)

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

If you supply proofs for color guidance they must be Digital, Press, or Off-press proofs which meet SWOP specifications. Color guidance proofs must include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip for quality control.

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, NACS is not responsible for color variances between the digital file and final color reproduction.

FTP File and Upload Information

Name your files with the issue date, advertiser name, and magazine name (for example 0112_AdvertiserName_NACSMagazine.pdf).

All uploads should be followed by either a confirmation phone call or email message to the Production Manager to alert that the file has been uploaded.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: <ftp://ftp.nacsonline.com>
User ID: ftpnacsonline
Password: ftp4NACS!
Directory: /NACS Magazine Ads