

# digital ad specifications

## MAXIMUM SCREEN

BLACK & WHITE	133 line
BLACK & 1-COLOR	133 line
4-COLOR	133 line

## TOTAL AREA COVERAGE

(Total Density)

### BLACK & WHITE

85% for areas not intended to print solid Black

### BLACK & 1-COLOR

300% with only one color 100% solid

### 4-COLOR

300% with only one color 100% solid



## Basic Digital Information

### SHIPPING INSTRUCTIONS

We prefer to receive files via the Time Inc. Ad Portal. Information and instructions are available at <http://www.direct2.time.com>. Digital files that meet our specifications are preferred for ad submissions until the materials close date. After that, materials will only be accepted upon the express approval of Ad Sales and Ad Traffic.

#### Our shipping address is:

Attention: Ad Production / Tovah Gordon  
*Real Simple Magazine*  
Time & Life Building  
Room 26-71B  
1271 Avenue of the Americas  
New York, NY 10020

### SAFETY MARGINS

For bleed pages, keep essential matter 1/2" from top, bottom, and sides of bleed edge. Bleed spreads should have essential matter at least 9/16" from outer bleed edge of each page. Live material on facing pages should not be closer than 1/8" to center of fold on either side of gutter—a total of 1/4" for both pages (or 1/4" on either side depending on creative). The publisher reserves the right to crop 1/16" from either side of a full page or half page to compensate for variations in trim.

### PROOFING REQUIREMENTS

*Real Simple* no longer requires proofs. Should you wish to send proofs, they must conform to SWOP (Specifications for Web Offset Publications) for each 4-color version. Off press proofs or digital proofs are accepted but they must be produced on a SWOP-certified proofing system. A list of SWOP-certified proofing systems can be found on the Internet at <http://www.swop.org/>. Digital proofs should be made from the same file that is being submitted for publication.

### PRODUCTION SPECIFICATIONS

*Real Simple* adheres to SWOP specifications. For complete mechanical requirements and supplied unit specifications, log on to <http://www.direct2.time.com>.

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## Basic Digital Information (continued)

### RATE CARD SPECIFICATIONS

Digital files are required for ad submissions. Time Inc. prefers advertisers to build and submit their files in the PDF/X1a file format. Native application files cannot be accepted. Our complete Digital Advertising Partnership Program, which includes step-by-step instructions on how to build files, and the Time Inc. downloads can be accessed through our digital link website at <http://www.direct2.time.com/>.

### MEDIA

All files should be submitted via Ad Portal.

### DESKTOP FILE FORMATS

The PDF/X1a format is now being accepted for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

Desktop applications (*QuarkXpress, InDesign*) saved as PDF/X1a (*distilled from PostScript*), LaserWriter or AdobePS and the DDAPv3 PPD have to be used when saving the Postscript file. Only one ad per file. All high-resolution images and fonts must be included when the PDF/X1a file is saved. Only use Type 1 Fonts—No TrueType fonts or Font Substitutions. Images must be SWOP (*CMYK or Grayscale*) TIFF or EPS between 200 and 400 dpi. Total area density should not exceed SWOP 300% TAC. No RGB or JPEG images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images. All required image trapping must be included in the file(s) if desired by the advertiser. Right Reading, Portrait Mode, 100% Size, No rotations. Standard Trim, bleed and center marks in all separations, 1/2" outside trim. (*No marks included in the "live" image area*).

Although vector PDF files are preferred, raster PDF files (*for example PDF2Go*) will be accepted. The Line Work resolution for Raster PDF files must be 2400 dpi. The Continuous Tone resolution for Raster PDF files must be 300 dpi.

### GENERAL INFORMATION

Include standard trim, bleed, and center marks on all separations located 1/2" outside trim size. The maximum dimensions, including all marks, colorbars, identification and agency info is:

Single page = 11" wide x 17" high  
Spread page = 22" wide x 17" high

Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip for quality control. You can download an EPS file containing this strip from our website.

Please fill out our checklist for file submission when sending material. This file can also be found on our website.

### TYPE REPRODUCTION

Fine lettering (*thin lines, serifs*) should be restricted to one (1) color. Reverse lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems. Surprinting: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors. Text point size must be greater than 5 points for all single color type. Type below 5 points may fill in. *Real Simple* will not be responsible for the filling in of type below 5 points for single colors. Text point size colored with 2 or more plates should not be less than 8 points. Type less than 8 points for 2 or more plates may mis-register. *Real Simple* will not be responsible for the mis-registration of type less than 8 points for 2 or more plates.