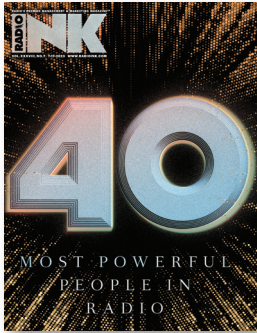


2024

# AD PRODUCTION SPECIFICATIONS



(EFFECTIVE 08/01/23)



## FREQUENCY

Size 1x 4x 6x 8x 12x

Full page

1/2 page

1/3 page

**CONTACT US ABOUT RATES.**

\* Add 15 percent for premium positions or guaranteed positions.

\*\*Rate breaks/discounts based on single contract commitment.

## SPECIALTY POSITIONS AND PRICING:

French Door

Double Truck

## GATEFOLD

3 Pages

4 Pages

5 Pages

6 Pages

7 Pages

8 Pages

**CONTACT US ABOUT RATES.**

## TIP-INS

2-Pages

4-Pages



## AD SIZES

All fractional ad sizes are non-bleed. Prepare your ad exactly to the fractional sizes listed below.

1/3-Page Vertical.....2.25" x 9.75"

1/3-Page Horizontal.....7" x 3.25"

1/3-Page Square.....4.625 x 4.625

1/2-Page advertisements are available in horizontal shapes only.

1/2-Page Horizontal.....7" x 4.875"

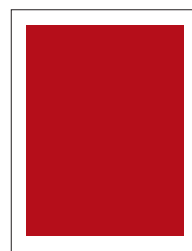
Full Page..... (TRIM) 8.375" x 10.875"

TRIM: 8.375" x 10.875"

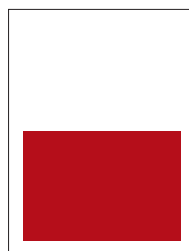
LIVE: keep live matter at least .5" away from trim on all sides

BLEED: add .125" bleed around trim on all sides

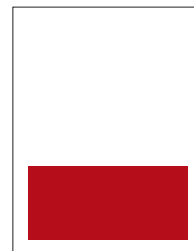
Resolution should be 300 dpi at 100% size



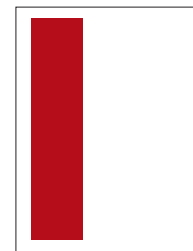
Full Page  
8.375 x 10.875



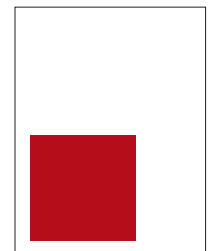
1/2-Page Horizontal  
7 x 4.875



1/3-Page Horizontal  
7 x 3.25



1/3-Page Vertical  
2.25 x 9.75



1/3-Page Square  
4.625 x 4.625



## AD FILE SUBMISSION

### DIGITAL FILES

Digital files should be provided in high-resolution PDF format, using Acrobat Distiller 6.0 or similar.

Digital files should be CMYK.

Digital file sizes should be made exactly to the specifications. We cannot be responsible for files that do not adhere to these specs.

Any printing instructions (optional) should be provided in a separate document.

### FONTS AND IMAGES

All fonts and images must be embedded.

Any placed images should be at 100% size and 300dpi, CMYK.

Note that we cannot guarantee accurate reproduction on fonts that are not Adobe Postscript fonts. To avoid any font trouble, please outline your fonts.

Color Proofs (Optional, but highly recommended)

Color Proofs should be a high-quality digital proof that meets SWOP standards. Color correctness cannot be guaranteed if color proof is substandard, or no proof is provided.

\*For more information on SWOP standards and acceptable proofs, please visit [www.swop.org](http://www.swop.org).

### COLOR DENSITY

Total 4-color density should not exceed 300%.

### MATERIALS REQUIRED

(When Radio Ink produces ad for client):

High resolution image JPG, EPS, or TIFF in CMYK mode, at least 300dpi. Image should be large enough to print at 100%

For example: if you have a full page ad, please make sure the image is large enough to fill the page at 100%

Ad copy must be supplied in an editable format (via email or Word doc accepted). Please provide art information - title, size, medium, contact information, or any additional copy

If you have any color specifications, please supply a match print that is a direct output from the supplied digital file.

Please note: monitors and printers vary from brand to brand; what you see on your monitor or printout may not be what we see. Supplying the proper match print is required for color accuracy. Color inaccuracies on ads for which a match print is not supplied are the responsibility of the advertiser.

### CMYK COLOR MODE AND DIGITAL IMAGES:

If advertiser chooses to submit digital images for use in ad, it is required they be submitted in CMYK color mode, and NOT RGB. Since Radio Ink is printed in CMYK 4-color mode, all RGB images submitted must be converted to CMYK color mode for print. In this process, a slight color variance may occur, which is expected and unavoidable. It is recommended that you preview your image in CMYK color mode to avoid any misrepresentation of the image color when printed.

### DPI (dots per inch):

When designing graphics for printing purposes, images must be 300dpi or higher. This displays more information (or dots) for every square inch of the image you are viewing. The more dots used, the sharper the image. Color printing will look blurry if 72dpi artwork is used. Be sure your images are at 300dpi before submitting your files.

### ACCEPTED SOFTWARE:

We support the latest versions of the most popular desktop publishing software applications, Adobe Illustrator CS6 and below, Photoshop and below, InDesign CS6 and below, and Adobe Acrobat Pro on MAC compatible platforms. We do not support programs such as MS Wordperfect, PowerPoint, Publisher, Corel, Excel or other non-desktop publishing file types.

### AD MATERIAL SUBMISSION:

To send your ad materials to Radio Ink, you may use any of the methods listed below:

#### 1. ELECTRONIC FILE TRANSFER – FTP SITE:

For FTP information please contact: April McLynn, Operations Manager, at 703-490-3099 or [amclynn@streamlinepublishing.com](mailto:amclynn@streamlinepublishing.com)

#### 2. EMAIL: Any file under a size of 30mb may be emailed directly to: [amclynn@streamlinepublishing.com](mailto:amclynn@streamlinepublishing.com)

\*Disclaimer: 100% color match can not be guaranteed. Every effort will be made to produce acceptable color reproductions; however, limitations of the photographic and 4 color printing process must be considered in advance. Therefore, we cannot guarantee an absolute color match to the original object, nor can we guarantee improvements beyond supplied materials. Although Radio Ink Magazine is printed to the highest specifications available for web offset printing, it is not possible to exactly re-create color or fine detail found in original works of art. Therefore, some slight reduction in reproductive quality is unavoidable and to be expected.