

Printing:

Web offset. Text and cover on newsprint. Saddle stitched.

Trim Size: 8¹/₄" x 10³/₄"

Safety:

Live matter must be kept within .25 inch of the trim size.

Bleed Size:

One Page 8³/₄" x 11¹/₄"

Two Page Spread 17" x 11¹/₄"

Standard Unit Sizes:

Full Page 7" x 9³/₄"

2/3 Page 4⁵/₈ x 9¹/₂

1/2 Page 7 x 5

1/2 Page (Island) 4⁵/₈ x 6¹/₂

1/3 Page (Vertical) 2¹/₄ x 9¹/₂

1/3 Page (Square) 4⁵/₈ x 4⁵/₈

1/6 Page 2¹/₄ x 4⁵/₈

Material:

Advertising must be submitted digitally by one of the following methods:

■ **As e-mail attachment.** This method is recommended only for digital files under 5MB in size. All files should be compressed before sending. Multiple files should be compressed into one archive.

e-mail to: tac.ads@amconmag.com

■ **Via FTP.** All files should be compressed before transfer. Multiple files should be compressed into one archive. Notification of transfers should be sent by e-mail. Please contact Mark Graef (see below) for specific FTP site settings.

■ **On CD-ROM disc.** Send with laser proof or printout to address below. Materials will not be returned unless requested.

Proofs:

■ Faxed laser proofs are helpful for ad materials sent by e-mail or via FTP.

■ Color output proofs are helpful for reference, but will not be used as contract proofs or for color matching.

**Specifications for Submitting
Digital Files:****Acceptable Formats**

■ **Acrobat Distiller processed PostScript files.** Embed fonts and set resolution to 2400 dpi. Images must meet specs before processing (no RGB, jpeg or low-resolution—see "Color" and "Images.")

■ **Encapsulated PostScript (EPS) files.** Include any separate images placed in the file. Type must be converted to outlines if file is created with a PC. If using a Macintosh, either convert type to outlines or include all fonts used.

■ **QuarkXpress for Macintosh,** version 4.0 to 6.x. Collect images and fonts for output and supply with the Quark file. Advertiser must supply all screen and printer fonts used.

■ **Image files.** 1200 dpi bitmap TIFF files are acceptable for black and white ads with no halftones. 300 dpi CMYK or grayscale TIFF files are acceptable for ads with halftone images, but are not recommended for ads with body text or small type. CMYK ads may be converted to 300 dpi RGB JPEGs to make smaller files for e-mail or FTP transmission.

Full Page Ad Layout

■ Set the document size to the exact page trim size of 8.25" x 10.75"

■ For full-page bleed ads, maintain a minimum safety margin of .25 inch for all type, logos, and essential elements. Images that bleed off the page should extend at least .25 inch beyond the trim.

Fonts

■ Only PostScript fonts from the Adobe Type Library should be used.

■ Text set in any other variety of fonts must be converted to outlines or placed as images.

■ Do not assign bold or italic font attributes within the document layout program—use the bold or italic versions of the font instead.

Reverse and Screened Lettering

■ Type smaller than 10 point or with fine serifs should not be screened or used in reverses.

Color

■ Full color ads must use CMYK color space only; if two-color, specify "PANTONE 293" as the second color. One-color ads should use black only. Do not use RGB, Lab, or indexed color.

■ Total ink densities of color ads and images and should not exceed 260%.

■ Colorization of the backgrounds of grayscale TIFFs is not supported.

Images

■ All image files in ads must be in either TIFF or EPS format without internal compression such as LZW or JPEG.

■ Resolution of scanned grayscale or color halftone images should be 300 dpi at 100%. Bitmap images should be 800 dpi to 1200 dpi at 100%.

■ In grayscale images, highlights should not be less than 3%; and shadows should not be more than 93%. Follow SWOP standards for 30% dot gain.

■ Clipping paths should have a Flatness setting of 4. Complex clipping paths should be avoided.

■ Remove halftone screening information or transfer curves from EPS files.

■ Remove any extra channels, unused paths, and color profiles from images.

■ Charts, illustrations, and graphics produced with word processing, presentation software or spreadsheet programs are not usable.

Production Questions:

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Send Ad Materials To:

The American Conservative

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