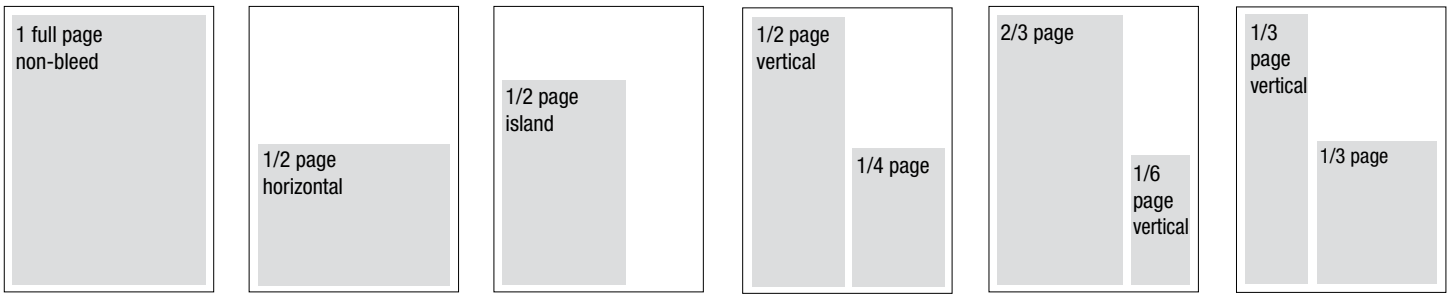
MSW MANAGEMENT PRINT PRODUCTION SPECIFICATIONS

Mechanical Requirements						
Ad Size		**Width**	**Depth**		**Width**	**Depth**
Full Page, Live Area, Nonbleed		7-5/8″	10-3/8″			
Full Page, Bleed		8-1/4″	11-1/8″	Trim	8-1/8″	10-7/8″
2/3 Page		4-7/8″	9-7/8″			
1/2 Page Island		4-7/8″	7-3/8″			
1/2 Page	Horizontal	7-1/2″	4-7/8″	Vertical	3-1/2″	9-7/8″
1/3 Page	Vertical	2-5/16″	9-7/8″	Square	4-7/8″	4-7/8″
1/4 Page	Vertical	3-1/2″	4-7/8″			
1/6 Page	Vertical	2-5/16″	4-7/8″			



Bleed Size: 8-1/4″ x 11-1/8″ • **Trim Size:** 8-1/8″ x 10-7/8″
Live Area: 7-5/8″ x 10-3/8″ (1/4″ from trim, 3/8″ from bleed)
Two-Page Spread Bleed Size: 16-1/2″ x 11-1/8″ • Trim Size: 16-1/4″ x 10-7/8″
Half-Page Spread Bleed Size: 16-1/2″ x 5-3/4″ • Trim Size: 16-1/4″ x 5-5/8″
For spreads keep crucial live matter 3/8 inches from gutter. Avoid running type through the gutter.
Questions? Call our Production Department at 805-682-1300 or e-mail production@forester.net.

Media
DVD or CD. We use MAC format.

Collected File Formats
Adobe InDesign is preferred, but we will also accept Adobe Photoshop, and Adobe Illustrator. No Word or Publisher files. Do not send multiple files. Send one file only, the one from which you want us to print.

Windows File Submission
Submit as a high-resolution cmyk PDF or TIFF, or Adobe Illustrator with fonts outlined. No windows-based page layout programs, please.

PDF Submission
300 dpi for image resolution. Embed all fonts. Do not compress images. Downsample at 600 dpi. You may e-mail a PDF file (identify your materials!) or upload to the Forester ftp site, but you should send a hard copy proof via mail. If file is too large to send via e-mail or ftp, you may compress using Stuffit. E-mail production@forester.net to request ftp upload information.

Element Formats
High-resolution TIFF, EPS, or JPEG (at least 300 dpi at the final size used).

Fonts
High-resolution PDF with all fonts embedded is preferred. However, if you are submitting your ad in a page layout program such as Adobe InDesign, include all fonts and images used in the job. Mac OS fonts only: OpenType, TrueType, or postscript. Please note that we can only accept Mac OS-based page layout programs.

Build Ad to Bleed Size, Use Live Area
For a full-page, nonbleed ad, float it on the page and place crop marks at bleed size. Do not place type or nonbleed items closer than 1/4 inch to trim, or 3/8 inches to bleed.

Content and Position Proofs
Supply hard-copy proofs printed from the digital file submitted. Black and white for 1-color ads, 4-color for color ads; we accept color lasers for content comparison, but cannot match color unless you supply us with an Iris or other high-quality proof.

Label Your Materials
We publish six different magazines, so please indicate in which magazine and issue you would like your ad placed. If e-mailing your ad, include this information in the subject line. List contact e-mail address and phone number of file preparer. CDs and proofs will not be returned.

Inserts
Approval of insert content and printing specifications is required prior to acceptance.

Printing
Web offset. Computer-to-plate. Binding: Saddle stitch. AAAA/MPA/ASP Offset Standards apply. Four-color solids should not exceed SWOP intensity of 300%.