

SHOOT® print ad material requirements

Specifications for Display Ad Submission

Effective June, 2010

SHOOT display advertisements MUST be submitted in Adobe PDF format. (EPS file format acceptable). For SHOOT's specifications on preparing PDF files, please refer to our PDF Specifications below.

**Materials are due one week (7) days prior to issue date.
Insertion orders must accompany material.**

Send: Ship files/proofs to:

SHOOT, Production Dept., 256 Post Road East, #206, Westport, CT 06880

Email: You may e-mail PDF files to: ads@shootonline.com or you may upload to SHOOT's FTP site at <ftp://shootonline.com> (requires user name & password) or supply on CD. IDENTIFY THE AD in the subject of the e-mail as follows: advertiser name_issue date to run_year_publication.pdf (i.e. AICP_Feb28_10_Shoot.pdf). Any file sent e-mail that is NOT PDF WILL NOT BE OPENED. Please notify production dept. by phone or email prior to ad transmission.

Proofs: All color PDF or EPS files must have a hard proof. SHOOT is not liable for final output of your ad if you do not send a proof at 100% with your file. Color proofs must be an IRIS, Kodak Approval, or Fuji FinalProof. All other proofs will be used for content only.

Crop Marks: If the ad is a bleed, include only bleed marks. If the ad is non-bleed ad, include only crop marks.

Color: Files, and all embedded files, should be CMYK not RGB. No color management should be turned on.

Art files: vector EPS and high resolution CMYK or grayscale TIFF or EPS images. Continuous-tone type images should have resolution of 300 ppi. Single-bit images should have minimum resolution of 600ppi and an optimum resolution of 1200 ppi. Type 1 fonts recommended. When saving image files DO NOT embed any color profiles.

Output Resolution: 2540 dpi **OPI Settings:** Omit or Turn Off

Recommended Postscript Printer Description (PPD): PrinergerRefinerPPD (*can be simply downloaded per instructions and links below*).

Storage: Ads running in SHOOT will remain on file one year.

IMPORTANT - We DO NOT ACCEPT native files. If creating PDF or EPS file from these programs is a problem. See instructions on Page 2 of this document. Call production dept. at (203) 227-1699 ext. 12 if creating PDF file from these programs is a problem.

DO NOT USE PDFWriter TO CREATE YOUR PDF FILE for print.

1. Adobe Acrobat PDF Files

PostScript Printer Description File

PDF files must be Distilled from PostScript files generated with the PPD that is available for download through <http://www.cadmusmediaworks.com> Click on the icon for "Cadmus MediaWorks Digital File Specs".

Macintosh users will click on the link "The Macintosh files can be found here.", the link for "Applications", and the link for "PPDs" to choose the file named "PrinergerRefinerPPD.sit" and begin its download. Use StuffIt Expander to extract the file named "Prinerger Refiner".

Mac OS 9.x (or for page-layout applications running in "Classic" on OS X): Place the PPD file inside the "Printer Descriptions" folder (Macintosh HD > System Folder > Extensions > Printer Descriptions).

Step 1 for Mac OS X versions 10.2.x and higher: Place the PPD file inside the "en.lproj" folder (Macintosh HD > Library > Printers > PPDs > Contents > Resources > en.lproj). Take note of this path as you will navigate to the location of the "Prinerger Refiner" PPD during the next step.

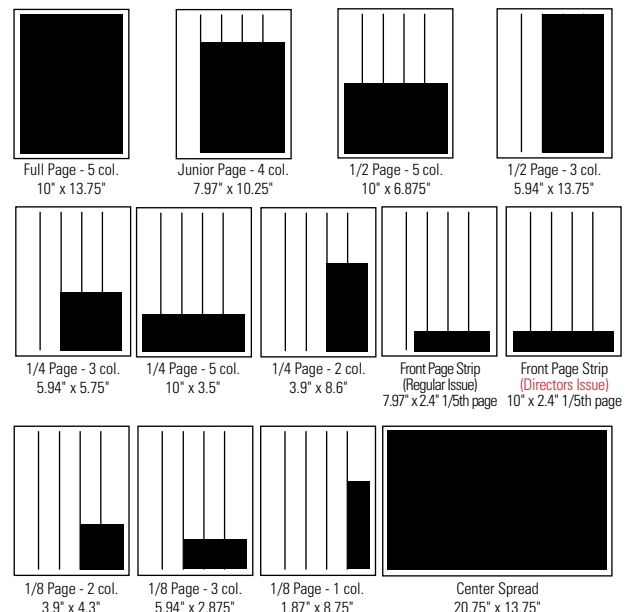
Step 2 for Mac OS X 10.2.x: Launch the "Print Center" application (Applications > Utilities > Print Center). Add a new printer using the "IP Printing" option. For "Printer's Address" type in "localhost" (without the quotes). UNcheck the box for "Use default queue on server". For "Queue Name" type in "PrinergerRefiner" (without the quotes). For "Printer Model" choose "Other...". Navigate to and select

All advertisements to be submitted in Adobe PDF file format. For SHOOT's specifications on preparing PDF files, please refer to our Mechanical Spec. and PDF Spec. sheet.

Publication Trim: 10 3/4" x 14 1/2". Type Live Area: 10" x 13.75"
Printed web offset on 45lb stock. Saddle stitch binding. Number of columns: 5.
Column width: 1.87". Column depth: 13.75.

	Live Area		Bleed*		Live Area w/Bleed
	Width	Depth	Width	Depth	
Full Page	10"	13.75"	11"	14.75"	Centered
Jr. Pg	7.97"	10.25"	8.47"	10.75"	Left Top
1/2 Pg. Horizontal	10"	6.875"	11"	7.37"	Top Centered
1/2 Pg. Vertical	5.94"	13.75"			
1/4 Pg. Square	5.94"	5.75"			
1/4 Pg. Horizontal	10"	3.5"			
1/4 Pg. Vertical	3.9"	8.6"			
Front Page Strip (regular Issue)	7.97"	2.4"	8.47"	2.9"	Left Top
Front Page Strip (Directors Issue)	10"	2.4"	11"	2.9"	Top Centered
1/8 Pg. Square	3.9"	4.3"			
1/8 Pg. Horizontal	5.94"	2.875"			
1/8 Pg. Vertical	1.87"	8.75"			
Center Spread w/Gutter	20.75"	13.75"	21.75"	14.75"	Centered

*See page 3 of the SHOOT PDF file spec sheet for more information about print ad bleeds.



the "Prinerger Refiner" PPD and click "Choose". Click "Add" and "PrinergerRefiner on localhost" is added to the list and set as the default printer.

Step 2 for Mac OS X 10.3.x: Launch the "Printer Setup Utility" application (Applications > Utilities > Printer Setup Utility). Add a new printer using the "IP Printing" option. Select "LPD/LPR" for "Printer Type". For "Printer Address" type in "localhost" (without the quotes). For "Queue Name" type in "PrinergerRefiner" (without the quotes). For "Printer Model" choose "Other...". Navigate to and select the "Prinerger Refiner" PPD and click "Choose". Click "Add" and "PrinergerRefiner on localhost" is added to the list and set as the default printer.

Windows PC users click on the link "The Windows files can be found here", the link for "Applications", and the link for "Printer_Drivers" to choose and download two files ("AdobePSPrinter.zip" and "PrinergerRefiner.ppd.zip"). Save each of these files to a convenient location on your drive. Extract the content of both .zip files: The .zip file named "AdobePSPrinter.zip" contains the file named "winsteng.exe" and the .zip file named "PrinergerRefiner.ppd.zip" contains the file named "PRINREFE.PPD". Remember the location of these files.* Double-click on "winsteng.exe" to start the Adobe PostScript Driver Setup, which will take you through the process of setting up the "print-to-file" printer: "Prinerger Refiner". Set this printer up as a "Local Printer". For "Local Port Selection", choose "FILE: Local Port". You do not need to configure this port. You will be asked to "Browse" to the location of the PPD file. When you have arrived at the folder containing the PPD (through the navigational window in the installer) you will see a printer listed on the left side of the window named "Prinerger Refiner". Select this printer name and continue the install. This printer will not be shared (choose "Not Shared"). It is not necessary to choose a new name for the printer, print a test page, or view the ReadMe file. When prompted to configure the printer, choose "Yes" and click "Next". Double-click on "Font Substitution Table" and set all fonts to "Don't Substitute".

*PageMaker users must place and install the PPD file inside the "PPD4" folder (PageMaker folder > RSRC > USENGLISH > PPD4).

Acrobat Distiller Settings for Distiller versions

4.x, 5.x, 6.x, and 7.x

Click on the link above to connect to the Cadmus MediaWorks site, and then click on the "Cadmus MediaWorks Digital File Specs" icon. Click on the appropriate link for Macintosh or Windows user.

Macintosh users click on the link for "Applications" and the link for "Distiller_Settings" to choose "CMW_Acr5_V2.joboptions.sit" (for Acrobat Distiller ver. 4.x or 5.x) or "CMW_Acr6_V2.joboptions.sit" (for Acrobat Distiller ver. 6.x) or "CMW_Acr7_V1.joboptions.sit" (for Acrobat Distiller ver. 7.x). Use Stuffit Expander to extract the .joboptions file.

Windows PC users click on the link for "Applications" and the link for "Distiller_Settings" to choose "CMW_Acrobat5Settings.zip" (for Acrobat Distiller ver. 4.x or 5.x) or "CMW_Acrobat6Settings.zip" (for Acrobat Distiller ver. 6.x) or "CMW_Acrobat7Settings.zip" (for Acrobat Distiller ver. 7.x). Extract the content of the zip file.

Macintosh and Windows PC users — Install and Activate Distiller Settings:

Distiller version 4.x or 5.x: Place the file named "CMW_Acr5_V2.joboptions" inside the "Settings" folder that is inside the "Distiller" folder that is inside the "Acrobat" folder. Launch Distiller and choose "CMW_Acr5_V2" as the active set.

Distiller version 6.x or 7.x: Launch Acrobat Distiller and drag the appropriate .joboptions file to the Distiller window. 06/09/04 Page 2 of 2 Ad File Specifications

(CMW_Ad_FileSpecs.pdf)

Adobe Illustrator or Macromedia FreeHand EPS or PDF Files

- Files should be set for high resolution output. Files will be output to a device resolution of 2540 dpi.
- Select all text and "Convert to Paths" in FreeHand or "Create Outlines" in Illustrator.
- Be sure that the colors are specified properly in your files. Colors meant to print CMYK should not be set to "spot". Make sure that colors are set to CMYK rather than RGB. Delete any unused colors from the color palette.
- Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.

QuarkXPress, Adobe PageMaker, & Adobe InDesign Application Files (Additional Production Charges Apply - Allow 2-4 business days)

We support QuarkXPress and Adobe InDesign native application files.

- If you must send page-layout application files, it is important to supply all of the elements that went into creating the files: fonts, art files, and high-resolution image files. Continuous-tone-type images should have a resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi). Single-bit images should have a minimum resolution of 600 ppi and an optimum resolution of 1200 ppi. Make sure that images are set to the proper color space (no RGB or L*a*b color or embedded color profiles).
- Custom effects should be applied to a graphic file prior to its import into a page-layout program. Apply any colorizing, rotation, or special effects in the appropriate photo-retouching or illustration program. Refrain from using third-party XTensions or Plug-Ins in your page-layout application file.
- Do not use font menu styling to create type effects. Avoid TrueType fonts.
- Be sure that colors are specified properly in your files. If you have created any custom colors or are using Pantone colors, be sure that they are designated as "Process Separations" or "Spot" depending on the intent. Make sure that all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name. Delete any unused colors from the color palette.
- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. A SWOP-calibrated proof is suggested.

Supported Software / Versions for Ad Application Files

- We accept native page-layout application files that are created in QuarkXPress for Macintosh and Windows and Adobe InDesign for Macintosh and Windows. All QuarkXPress application files will be processed in QuarkXPress 6.5. All Adobe InDesign application files will be processed in Adobe InDesign CS2.

SHOOT Digital File Specs for Printing
and downloadable drivers at Cadmus Media Works:

<http://www.cadmusmediaworks.com/index2.html>

Proofs and materials should be sent to:

SHOOT

Production Department
256 Post Road East #206
Westport, CT 06880 USA

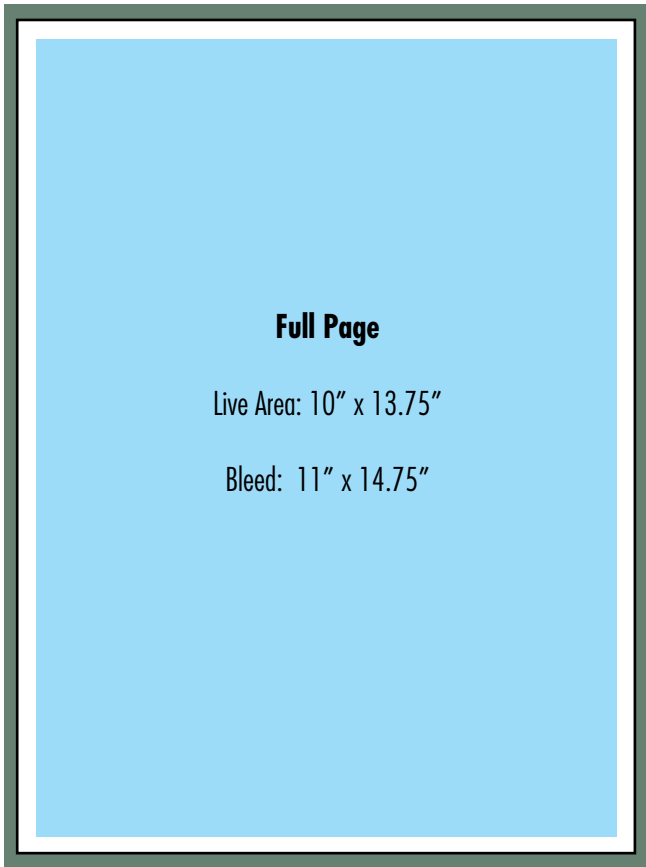
Files should be emailed to:

ads@shootonline.com

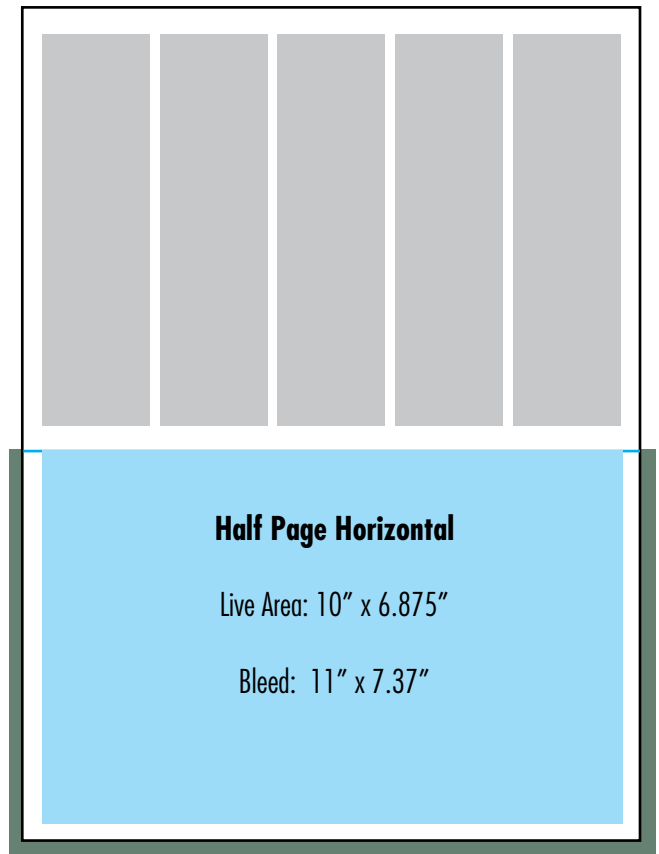
For further information please contact:

*Production Department
at ads@shootonline.com
(203) 227-1699 ext. 12*

Full Page Bleed



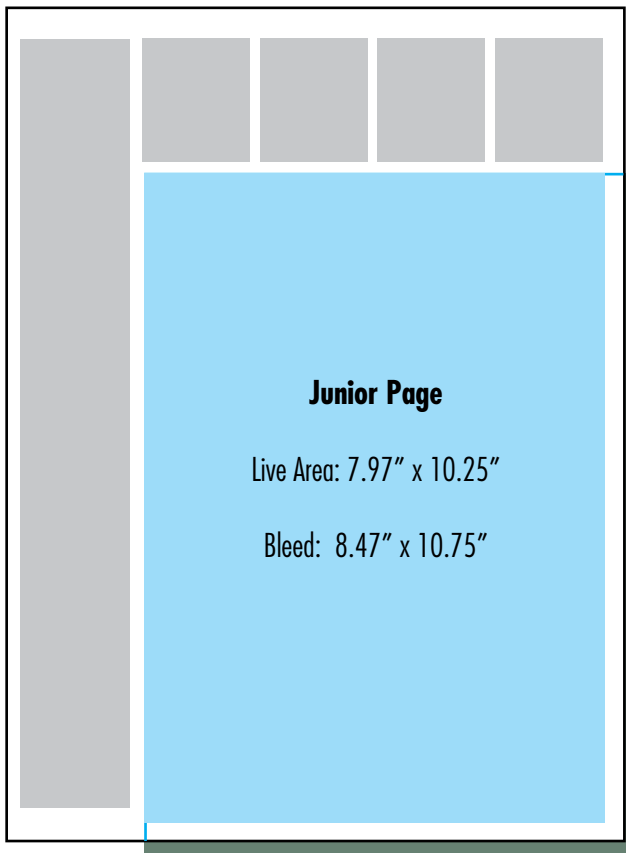
Half Page Horizontal Bleed



Legend:  Bleed  Trim

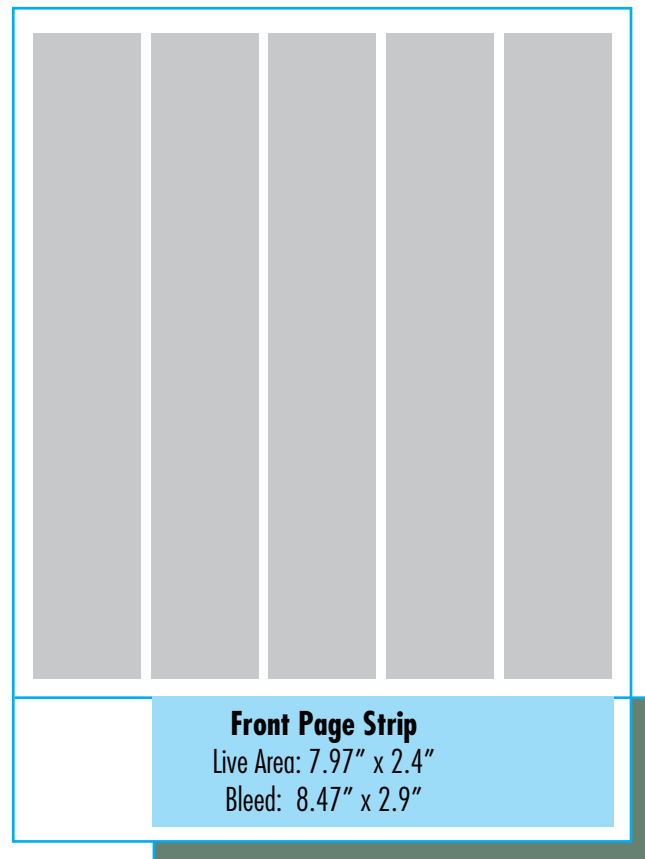
 Live Area  Copy

Junior Page



Junior Page Bleed

Front Page Strip



Front Page Strip Bleed