

# MECHANICAL SPECS.

## Mechanical Specifications

<b>SIZES</b>	<b>DESCRIPTION</b>	<b>Width x Height (Mag. Size: 9 1/2" x 11 1/2")</b>
Front Cover*		Trim 9 1/2" x 11 1/2"
Second Cover		Bleed 10" x 12"
Inside Front Cover		
Page # 3		
Inside Back Cover		
Back Cover		
One Page		
Gatefold		One Page 9 1/4" x 11 1/2" Double Page 18 3/4" x 11 1/2"
Spread		Trim 19" x 11 1/2" Bleed 19 1/2" x 12"
(double page ad)		
Inside Front Cover Spread		
Central Pages Spread		
Inside Back Cover Spread		
1/2 Page Vertical		Vertical 4 1/2" x 10 1/2"
1/2 Page Horizontal		Horizontal 8 1/2" x 5 1/4 "
Banner		Banner Size 8 1/2 " x 1.65"

\* For the Front Cover please leave without letters and pictures the first 1 1/2" from the upper part of the art (in order to put our logo), and the last 1/2" from below. **1" = 25.4 mm**

It is crucial to follow these digital art specs very carefully. Please note that all material received must be in Digital Form. In order to be accepted, all electronic art must be in the following formats.

### **Digital**

Adobe InDesign CS6, Adobe Illustrator CS6 or earlier, Adobe Photoshop CS6 or earlier. No other format will be accepted.

High resolution PDF are accepted. They should be centered on page, and the same bleeding as in the other formats is required. There is no need of cropmarks. If the artwork is not flattened, it will be flattened using the default settings. Izarra will not be responsible for changes that may occur during this process.

Formats accepted are: .indd, .ai, .psd, .jpg or .tiff. No other format will be accepted.

If another application is used, a file must be provided that can be placed as artwork InDesign.

1/4" bleeds (0.25") must be built into the final file; this includes all background art and photography.

All artwork needed to print the file must be provided. Photoshop or other bitmap-based artwork must be provided as CMYK files (not RGB), and we recommend a resolution of 300 ppi.

All fonts must be included, Type 1 PostScript or Open Type fonts are preferred.

All artwork should be four color process or black and white halftone. Spot colors are accepted at an additional charge.

All submissions delivered by regular mail must include a color proof of the artwork that is intended to run. The proof must be from the last file version that has been submitted.

Izarra will not be responsible for fixing files that do not meet the correct specifications.

#### **Via FTP**

Digital artwork may also be received electronically. Files under 6 MB may be e-mailed to [andreaJurado@produ.com](mailto:andreaJurado@produ.com), and files of any other size must be uploaded to our FTP server by our web site: <http://arte.produ.com/> or <http://art.produ.com/>

**User:** arteprodu

**Password:** Produart1

(The **P** must be uppercase, is case sensitive)

If there are many files, they can be compressed in one file as .sit or .zip