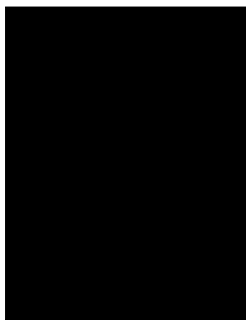


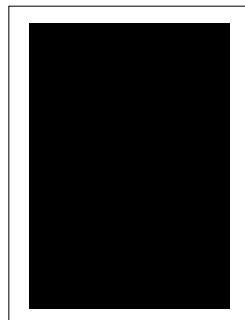
Two-Page Spread Bleed:
Page Size: 16.25" x 10.875"*
Bleed: 0.125" on all sides (total w/bleed: 16.5" x 11.125")



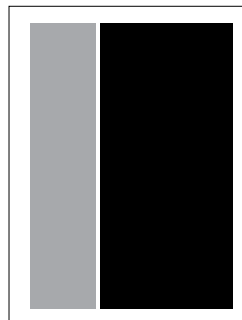
Two-Page Spread Non-Bleed:
Live Material: 15" x 10"
Page Size: 16.25" x 10.875"



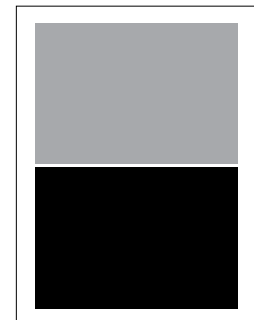
Full-Page Bleed:
Page Size: 8.125" x 10.875"
Total w/bleed: 8.375" x 11.125"



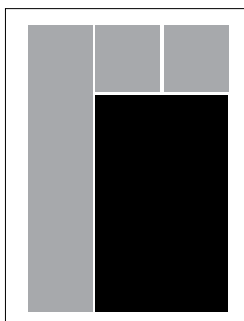
Full-Page Non-Bleed:
Live Material: 7" x 10"
Page Size: 8.125" x 10.875"



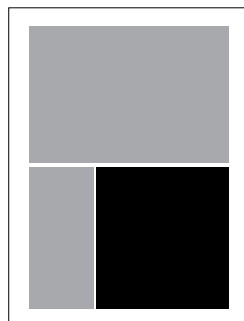
Two-Thirds Page:
4.375" x 9.375"



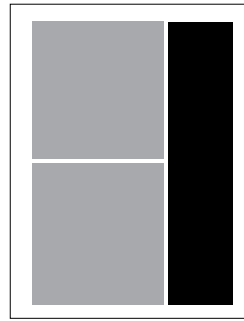
One-Half Page Horizontal:
6.625" x 4.875"



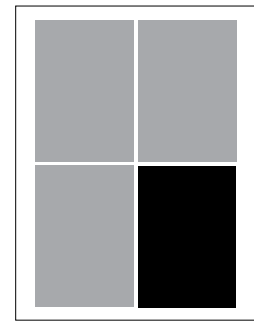
One-Half Page Island:
4.3615" x 7.0975"



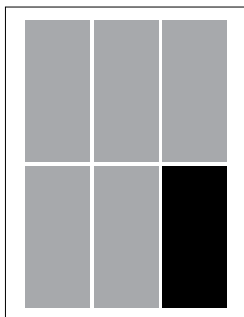
One-Third Page Square:
4.3615" x 4.5972"



One-Third Page:
2.0972 x 9.375"



One-Quarter Page:
3.2452" x 4.6875"



One-Sixth Page:
2.0972" x 4.5675"

Page presets and preflight settings can be found online at remagazine.coop.

Live material should not go beyond the recommended .125" margins.

Partial page ad placement is for sample demonstration only. Actual ad placement may differ from these samples. Prepare your ad so that it may be positioned anywhere on either a left or right page. Pages with partial page ads usually contain more than one ad.

**Suggested method is to create a facing pages document, margins at .25" and each page set to 8.125" x 10.875". Next, extend any bleed onto the pasteboard area by a minimum of .125". VERY IMPORTANT: If an image is going to span the gutter, the image should be placed only once so the application software will make the proper break between pages.*

GENERAL SET-UP INSTRUCTIONS

PRINT PROCESS

- Four-Color Press, Web Offset, Computer-to-Plate (CTP) printing technology

BINDING METHOD

- Monthly issues are saddle-stitched, with the exception of certain special issues that are perfect bound.

PLATFORMS SUPPORTED

- MS Windows or Mac

SOFTWARE SUPPORTED

- Adobe Design Suite, QuarkXPress, Macromedia FreeHand

ACCEPTABLE FILE TYPES

- Print-ready PDF LAYOUT
- Ad should be created at 100% of final print size. This should correspond to the sizes published on the Ad Diagrams page, and should adhere to the ad size you reserved.
- Crop marks must be placed into the page layout at the trim line. When exporting your ad to a PDF, the trim box must show correctly. Any bleed will extend beyond the crop line/trim box.
- ALL full page ads MUST be sized to 8.125" x 10.875." If your ad bleeds, there will be an additional 1/8" on all sides beyond the trim line. If your ad does not bleed, the live area should be sized to 7" x 10", centered on the page.
- All ads must be positioned horizontally. Any ads that need to be read by turning the magazine will not be published.
- Do not use the predefined "hairline" width rule within drawing or page layout applications.

FONTS

- Use Adobe fonts.
- Do not use style options to customize a font; use the actual font itself.
- All white type should be set to KO (knockout).
- Black text should be 100% black (not a build).

COLOR

- All colors must be CMYK (Cyan, Magenta, Yellow, black) – no exceptions made.
- If print-ready PDF is received and spot colors are found, we will automatically convert them to process. To ensure your ad prints as desired, it is best to build the artwork with process colors.
- Maximum Ink Density: 310% for any printing area.
- Preferred color setting: US Web Coated (SWOP) v2
- IMPORTANT: PDF files display on your monitor in RGB color, which could be misleading and should not be used as a way to check for color accuracy!

RESOLUTION

- Color Images: 300ppi at final size
- If your source images are less than 300ppi at final size, we will need written approval to print as is.
- Line art: minimum 600ppi, prefer 1200ppi
- Grayscale images: 300ppi

HARDCOPY PROOFS

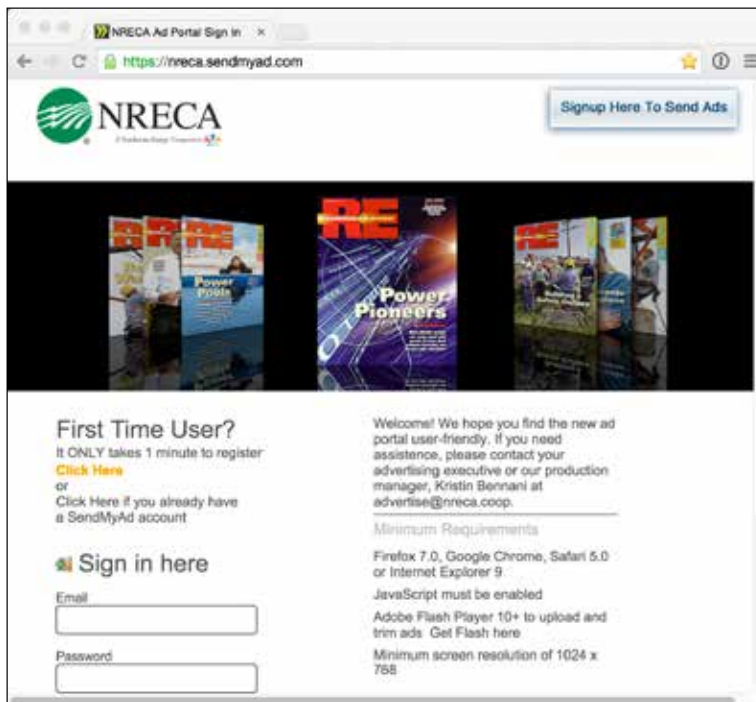
- For ads that contain color, we recommend submitting a high-resolution color proof for comparison, using the SWOP standard color digital print process.
- Proofs of full-page ads should show crop marks.
- No remedy will be made for perceived color variations if either no proof or a proof that did not meet our specifications was submitted with your digital art file.

DELIVER YOUR ARTWORK

Preflight and deliver at nreca.sendmyad.com

Our ad portal (nreca.sendmyad.com) gives you maximum control over the print quality of your ad, along with instant preflight results and web tools to check and correct minor specification errors. Create an advertiser account to download Indesign presets, to deliver your artwork, and to check ad specs, reservations, and material due dates.

[Download SendMyAd User Guide](#) for step-by-step instructions.



- > Create advertiser account at nreca.sendmyad.com
- > Upload print-ready PDF
- > Check for warnings or errors
- > Approve or revise artwork
- > Check email for delivery confirmation and download virtual tearsheet

IMPORTANT:

To ensure artwork is created to specifications, we recommend you download an InDesign Template at nreca.sendmyad.com. From Dashboard, click “Ad Sizes,” choose the publication name, and the “Mechanical Specifications” tab will display each ad size and template.

SEND YOUR ARTWORK ON TIME!

Our magazine has published mail dates that cannot be delayed. To help us in the process, we count on you to submit your artwork on-time and error-free. Check the published dates on the online calendar at www.remagazine.coop.

NOTE: Artwork received after 5PM EST on the Material Due Date, will incur a \$250 late fee and any applicable rush or art correction fees. If errors are found in artwork received less than 24 hours in advance of our deadline, we will make corrections, if possible, on your behalf (with applicable fees). We recommend sending your artwork with ample time to make your own corrections, should any errors arise.

For questions, please contact Veronica Franco at 703.907.6733 or e-mail veronica.franco@nreca.coop.