

frozen & refrigerated

The Authority in Frozen & Refrigerated Foods

BUYER

GUIDELINES FOR AD SUBMISSION

REVISED 11.18

MAGAZINE SPECS

Trim Size: 8.125 x 10.875 inches

Ink: CMYK process

PMS Color: Convert PMS to CMYK before making press-optimized PDF

Bleed: .125 inch beyond trim

Live Matter: Keep .375 inch inside trim

Halftone screen: 150 line screen (300 dpi)

Type of binding: All issues are saddle-stitched.

DIGITAL REQUIREMENTS

Frozen & Refrigerated Buyer will accept a press-optimized PDF. To make and upload a press-optimized PDF, follow these four easy steps:

STEP 1. Preflight. Before making your PDF, preflight and collect your files. Incorrectly supplied ad files may affect your cost and delay production.

STEP 2. Press-Optimized PDF. To make a press-optimized PDF, be sure to edit the PDF style as follows:

• Compression—No Down Sampling:

Monochrome compression engine should be set to CCITT group 4

• Marks & bleeds—Check: “Crop Marks” at 0.25 pt line weight, offset at 0.25. Set bleeds at .125 inch on all sides.

• Advanced—Subset Fonts Below: 0%. Set the transparency flattener to high resolution. Check: “Ignore Spread Overrides.”

STEP 3. FTP Site and Upload: (Using an Apple you will need an FTP client (such as Fetch) to deliver files, using a PC you can deliver them through the OS.

Hostname: ftp://ftp.dpc-nh.com

Username: Frozen

Password: NedNoQXB

Put artwork into the Ads Drop Box folder.

OR send your ad directly as an email attachment to our art director: janet@frbuyer.com.

STEP 4. E-mail Notification. If uploading on ftp site, notify our designer, janet@frbuyer.com that your ad has been uploaded, and tell her the file name.

PRE-PRINTED AD INSERTS/OUTSERTS

Recommended trim size is 8 x 10.5 inches on 70–100 lb. text weight paper.

Inserts: Bound-in or tipped-in. Bound-in inserts require an additional .375 inch minimum flap for binding.

Outserts: Require polybagging.

Pre-authorization: Send a preliminary 72dpi PDF of the insert or outsert (and include the trim size and paper’s weight) to our designer.

QUESTIONS?

Contact our designer, Janet Matz, at: janet@frbuyer.com.

Ad Size	Dimensions (width-by-height in inches)	
	FINAL PRINTED SIZE	FINAL SIZE WITH BLEED ADDED
2 PAGE SPREAD	16.25 x 10.875	16.5 x 11.125
FULL PAGE	8.125 x 10.875	8.375 x 11.125
1/2 HORIZONTAL BLEED*	8.125 x 5.125	8.375 x 5.25
1/2 HORIZONTAL NON-BLEED	7.50 x 5	—
1/2 VERTICAL**	4.06 x 10.875	4.185 x 11.125

*For 1/2 horizontal ads, the bleed is to the right, left, and bottom.

**For 1/2 vertical ads, the bleed is to the right, top and bottom.

Keep copy at least 0.2 inches from edge of page.