

frozen & refrigerated

The Authority in Frozen & Refrigerated Foods

BUYER

GUIDELINES FOR AD SUBMISSION

MAGAZINE SPECS

- Trim Size:** 8.125 x 10.875 inches
- Ink:** CMYK process
- PMS/Spot 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, off-set 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. Send your ad

directly as an email attachment to our art director: janet@frbuyer.com.

OR 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: sftp-snh.sheridan.com

Username: Frozen

Password: NedNoQXB

Put artwork into the Ads Drop Box folder.

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 BLEED ADDED
2 PAGE SPREAD	16.25 X 10.875	16.5 X 11.25
FULL PAGE	8.25 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	7.5 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.

FALSE COVER AD SPECS

FRONT PAGE

FINAL PRINT SIZE 8.125" X 7.75"
BLEED SIZE 8.375" X 8"

BACK OF FRONT PAGE

FINAL PRINT SIZE 8.125 X 10.875
BLEED SIZE 8.375 X 11.125