

# Designer Jewelry Showcase 2010 – Digital File Specifications

Please review these guidelines carefully before preparing your file. Templates are available for download at:

<http://www.designerjewelryshowcase.com/Advertise/templates.aspx>

## Digital Submissions:

You may submit the following digital materials.

1. A digital page layout file with all **HIGH-RESOLUTION** imagery in position. (This file is ready for film output.)
2. A digital page layout file with **LOW-RESOLUTION** images in position that need to be replaced by high-resolution scans that we provide for you.
3. A traditional mechanical page layout, accompanied by **HIGH-RESOLUTION** digital images to be positioned as per the position prints on your artboard.

## Photography:

You must provide good quality, duplicate 35mm slides, 4 x 5 transparencies or hi-res digital images for color separation (do keep one set/copy for yourself and send the duplicate set to us). We highly urge you to hire a professional photographer (a list of recommendations is enclosed). If your photographer is using a digital camera, please be sure the imagery has a sufficient resolution of 350 dpi when placed at 100% on your layout.

- **Image Size:** 100% or greater of the intended print size.
- **Color Halftone Imagery:** 350 dpi & save as CMYK
- **B/W Line Art:** 1200dpi & save as Bitmap
- **B/W Halftone Art:** 350 dpi & save as Grayscale
- We print at 175 line screen
- Average Ink Limit: 300%
- **Desktop scans are HIGHLY DISCOURAGED**

## Media:

Send on CD labeled with advertiser name and phone number.

Or, you may upload your digital files to:

<http://www.serbinproduction.com/djs/10>

## Acceptable Software:

Quark Express, Adobe InDesign, Illustrator and Photoshop.

*We do not accept PDF files.*

## Fonts:

We need both the screen and printer fonts (for all type used in your file and links).

## Digital Proofs:

Please supply a color proof that accurately reflects the intended color of your file. This proof must be made from the file you are submitting. **Be aware that digital proofs can vary from the actual printing of your ad.**

## Document Page Size:

- **FULL PAGE:** Trim size is 6"(w) x 12"(h).  
*Bleed size is 6.25"(w) x 12.25"(h).*
- **1/3 PAGE Horizontal (SINGLE POSTCARD):**  
Trim size is 6"(w) x 3.875"(h).  
*Bleed size is 6.25"(w) x 4.125"(h).*

## VERY IMPORTANT:

You must add bleed when your image or background extends to the trim edge. *Pages with bleed must extend artwork by 1/8" (.125") beyond page trim.*

## File Preparation:

- We do not accept PDF files.
- We highly recommend placing all elements in a page layout program such as InDesign or Quark.
- All graphics (links) used in your file must be included on your disk. *Do not embed graphics into your layout files.*
- Acceptable image file formats include TIFF and EPS.  
*Be sure to include any fonts used in Illustrator or Freehand EPS files, or create outlines for type.*
- Files must be saved without encoding or compression (no JPEGs, no LZW encoding of TIF files, no DCS files).
- Modified images must be updated.
- ALL color files must be 4-color process (CMYK).
- We do not accept RGB or spot colors.  
*Any RGB or spot colors will be converted to CMYK – we cannot guarantee color conversion.*
- Black backgrounds should be "**Rich Black**":  
100% black, 40% cyan.
- Do not create Photoshop drop shadows, vignettes or reverse type on low-res "For Position Only" images.  
We can not duplicate this effect when scanning.

In October of 2009 we will send you a PRESS PROOF that most accurately reflects how your ad will print on our press. If you are not satisfied with your press proof alterations or color corrections can be made to your ad for a minimum fee of \$100.

*Please Note: Our production schedule does not include time for you to see a second press proof after adjustments are made.*

**PRODUCTION QUESTIONS? CALL US TOLL-FREE AT (800) 876-6425 (x 223)**

**Serbin Communications, Inc.,** 813 Reddick Street, Santa Barbara, CA 93103

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