
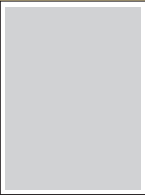
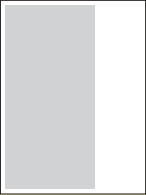




Print Advertising Specifications

JADA Print Mechanical Specifications

JADA Ad Size	Width/Depth					
Trim Size	8-1/8" x 10-7/8"					
Full Page bleed	8-3/8" x 11-1/8"					
Full Page	7" x 10"					
Spread bleed	16-1/2 x 11-1/8"					
Spread	16-1/4 x 10-7/8"					
2/3 Page	4-5/8" x 10"					
1/2 Page Island	4-5/8" x 7"					
1/2 Page Horizontal	7" x 4-7/8"					
1/2 Page Vertical	3-3/8" x 10"					
1/3 Page Vertical	2-1/4" x 10"					
1/3 Page Square	4-5/8" x 4-7/8"					
1/4 Page Horizontal	7" x 2-3/8"					
1/4 Page Vertical	3-3/8" x 4-7/8"					
1/6 Page Horizontal	4-5/8" x 2-1/4"					
1/6 Page Vertical	2-1/4" x 4-7/8"					
1/8 Page Horizontal	7" x 1-3/8"					
1/8 Page Square	3-3/8" x 2-3/8"					

Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 7" x 10".

Full Page Trim 8-1/8" x 10-7/8" (8-3/8" x 10-7/8" bleed)

Full Page 7" x 10"

2/3 Page 4-5/8" x 10"

1/2 Island 4-5/8" x 7"

1/2 Horizontal 7" x 4-7/8"

1/2 Vertical 3-3/8" x 10"

1/3 Vertical 2-1/4" x 10"

1/3 Square 4-5/8" x 4-7/8"

1/4 Horizontal 7" x 2-3/8"

1/4 Vertical 3-3/8" x 4-7/8"

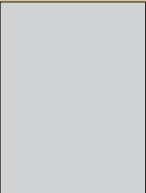
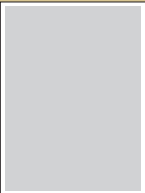

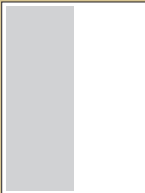

1/6 Horizontal 4-5/8" x 2-1/4"

1/6 Vertical 2-1/4" x 4-7/8"

1/8 Horizontal 7" x 1-3/8"

1/8 Square 3-3/8" x 2-3/8"

ADA NEWS Print Mechanical Specifications

ADA News Ad Size	Width/Depth	ADA NEWS TABLOID SIZE				
Trim Size	10-7/8" x 14-1/4"					
Full Page bleed	11-1/8" x 14-1/2"					
Full Page	9-7/8" x 13-1/4"					
3/4 Page	7-3/8" x 13-1/4"					
1/2 Page Horizontal	9-7/8" x 6-5/8"					
1/2 Page Vertical	4-7/8" x 13-1/4"					
1/4 Page Square	4-7/8" x 6-5/8"					
1/4 Page Horizontal	9-7/8" x 3-1/8"					
1/4 Page Vertical	2-1/4" x 13-1/4"					
1/8 Page Horizontal	4-3/4" x 3-1/8"					
1/8 Page Square	2-1/4" x 6-7/8"					

Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 9-7/8" x 13-1/4".

Trim Size 10-7/8" x 14-1/4" (11-1/8" x 14-1/2" bleed)

Full Page Non-bleed 9-7/8" x 13-1/4"

3/4 Page 7-3/8" x 13-1/4"

1/2 Vertical 4-3/4" x 13-1/4"

1/2 Horizontal 9-7/8" x 6-5/8"

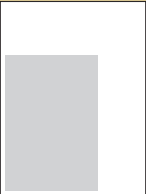


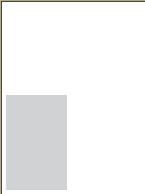

1/4 Square 4-7/8" x 6-5/8"

1/4 Horizontal 9-7/8" x 3-1/8"

1/4 Vertical 2-1/4" x 13-1/4"

1/8 Horizontal 4-3/4" x 3-1/8"

1/8 Vertical 2-1/4" x 6-7/8"

Jr. Ad Size	Width/Depth	ADA NEWS TABLOID JUNIOR SIZE				
Jr. Page	7" x 10"					
Jr. 2/3 Page	4-5/8" x 10"					
Jr. 1/2 Page Horizontal	7" x 4-7/8"					
Jr. 1/2 Page Island	4-1/2" x 7"					
Jr. 1/3 Page Vertical	2-1/4" x 10"					
Jr. 1/3 Page Square	4-5/8" x 4-7/8"					
Jr. 1/4 Page Horizontal	7" x 2-3/8"					

Tabloid Junior Ads are equivalent to JADA Ad sizes. They will float in the tabloid ad space.

Junior Page 7" x 10"

Junior 2/3 Page 4-5/8" x 10"

Junior 1/2 Horizontal 7" x 4-7/8"

Junior 1/2 Island 4-1/2" x 7"

Junior 1/3 Vertical 2-1/4" x 10"

Junior 1/3 Square 4-5/8" x 4-7/8"

Junior 1/4 Horizontal 7" x 2-3/8"

Print Advertising Specifications

JADA & ADA News Print Ad Specifications

JADA

Binding: Perfect; Jogs to head

Printing Process: Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

Delivery: Submit PDF ad files to Elsevier ad portal at www.ads4els.com

ADA NEWS

Binding: Saddle Stitch

Printing Process: Web Offset

Stock: 36# Coated

Delivery: Submit PDF files to <ftp://ftp.ada.org>; UserID: adapco; Password: mickey1

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher
- Adobe Illustrator Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Additional costs may apply if problems are encountered.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Miscellaneous

Continuous tone images (photos) must be high resolution (minimum 300 DPI effective output); total density not to exceed 300%.

Support materials must include a printout of media directory, color comp of electronic files, a contact person for electronic files and all colors set for 4-color separations or specific request for additional spot color.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet publication trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files

and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.

- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable.

Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.