



VIDEO BUSINESS

5700 Wilshire Blvd.
Los Angeles, CA 90036

Digital Submission Guidelines

02.13.07

Digital File Preparation

We are a computer to plate operation in a completely digital workflow environment. In order to ensure the highest quality reproduction of your advertising materials, please refer to the following submission guidelines. If you require additional information or assistance please contact the Production Department.

Preferred File Format: PDF/X-1a, High-Res PDF (300 dpi, CMYK)

Other Acceptable File Formats/Applications: Quark XPress 4-6; Adobe InDesign (CS or CS2); Photoshop .TIFF or .EPS (up to version CS2); Illustrator .EPS (up to version CS2)

**We do not accept files created in CorelDraw, Aldus Freehand, Adobe Pagemaker, MS Publisher or MS Powerpoint.*

Printing: Heat-set web offset. 133 line screen. Maximum density 280%. SWOP Standards apply.

Binding: Saddle-stitched.

Covers and Specialty Units: Consult your advertising representative for specifications.

General: Live copy $\frac{3}{8}$ " from trim edge. The document page size in your application file should be setup to trim size for a full-page. For bleed ads, make sure the bleed is $\frac{1}{8}$ " (0.125") beyond the trim on each bleed edge.

Color: All artwork must be 4-color process, standard (cyan, magenta, yellow, black,) or pantone (PMS) colors. RGB, index and LAB colors are not acceptable. Color key, Cromalin®, Matchprint® or digital color proof required. *Video Business* takes no responsibility for ads that run without proper proofing.

Images: Resolution for all artwork should be 266 dpi at 100%. Images up to 300 dpi are fine. Any artwork under 150 dpi is not considered print quality. Low resolution materials (including 72 dpi images from the internet) may appear bitmapped or blurry and are not acceptable for print reproduction.

Type: All type should be Postscript Type 1. Others such as True Type and Type 3 fonts are not recommended. Body copy text in black should not have process color, KO's, forced bold or italic treatment, etc. please review at www.swop.org for restrictions.

Digital File Submission

Go To:

www.ads4reed.com

Video Business prefers this method for digital delivery of your ad material. It's fast, easy and convenient!

The first time you visit **ads4reed.com**, you will be asked to create a user account.

You then simply choose *Video Business* as your desired title from the Reed publications list. You will be directed to a dedicated page where you can choose the issue date and upload your ad for testing and delivery.

Benefits:

- Step by Step instructions on creating PDF/X-1a files for VB
- Free online preflighting of your PDF file with Pass/Fail reports via email
- Access to hi-res and lo-res versions of your preflighted files
- Automatic delivery of tested files directly to VB Production Department
- Email notification of the upload, test results and delivery to both you and the VB Production Department

FTP:

Host: ftp1.cahners.com

User ID: videobus

Password: compaq2002

Hard Copy Proofs May Be Delivered To:

Video Business
5700 Wilshire Blvd., Suite 120
Los Angeles, CA 90036
Attention: Natalie Longman

Please Note: Publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to, or when materials arrive after deadline date. Publisher's liability for any error will not exceed the charge of the advertisement in question.

**Any digital material that does not meet the above specifications is subject to an alteration fee of \$200 per hour.*

Questions or concerns? Please contact: Natalie Longman: 323.965.5338 or nlongman@reedbusiness.com