

# Digital File Specifications

**BINDERY** Saddle Stitch  
**BOOK TRIM** 8-1/8" x 10-3/4"  
**PRINTING METHOD** Offset  
**PAPER** Cover is 100#, #2 sheet  
 Text is 40#, #4 sheet

**WE ADHERE TO SWOP SPECIFICATIONS**  
 Supply single page digital files  
 [see specifications]  
 along with two SWOP3 certified  
 digital proofs of that file

**PROOFS**  
 SWOP3 CERTIFIED  
 Proofs Only for color guidance  
 [ie, Kodak Approval or go to  
 www.swop.org for other options].

All proofs should represent  
 actual size, content  
 and color of ad.

Include SWOP color & gray  
 balance control bars, and  
 proofing system identification.  
 No soft proofs such as pdfs.

**PAGE DIMENSIONS**  
 [IN INCHES]

**BOOK TRIM SIZE**  
 8-1/8 x 10-3/4

**NON-BLEED**  
 Spread: 15 x 10  
 Full page: 7 x 10  
 2/3 Vertical: 4-1/2 x 9-1/2  
 1/2 Horizontal: 6-3/4 x 4-1/2  
 1/3 Vertical: 2-1/8 x 9-1/2  
 1/3 Horizontal: 4-1/2 x 4-5/8  
 1/6 Vertical: 2-1/8 x 4-5/8

**BLEED**  
 [Keep live matter .375 inches  
 from any edge of bleed plate]:  
 Spread: 16-1/2 x 11  
 Full page: 8-3/8 x 11  
 2/3 Vertical: 5-1/4 x 11  
 1/2 Horizontal: 8-3/8 x 5-1/2  
 1/3 Vertical: 3 x 11

**PDF/X-1A COMPLIANT FILES [PREFERRED]**

- Files must be pre-flighted before submission to Scientific American MIND, especially overprint settings. Any PDF that does not pass our inspection will be rejected and must then be resupplied by the advertiser.
- Files should not include screening parameters or dot shape.
- Only compression compliant with PDF/x-1a standards accepted.
- Safety: live matter should be .25" in from trim on all sides.
- No RGB, LAB or embedded color profiles (i.e. ICC profiles).
- Offset crop and registration marks by 13 pts.
- 100% black-only elements should be set to overprint.
- Do not set white to overprint.
- Four-color solids must not exceed SWOP total tonal density of 300%.

**OTHER ACCEPTABLE FORMATS NATIVE APPLICATION FILES**

- Page layouts**
- InDesign CS5.5 or earlier, Quark 8.0
- Artwork**
- Photoshop CS5.1 and Adobe Illustrator CS5.1 or earlier [We cannot accept Illustrator 9 files]

**OTHER REQUIREMENTS**

- All layered native files must be flattened.
- Create document to trim size and extend bleed at least 1/8" beyond page edge

**Fonts**

- Supply only fonts used in document
- Do not apply style attributes to basic fonts in layout program
- Postscript Type 1 & OpenType accepted.
- No Multiple Master or TrueType fonts.

**Color**

- All color in layout application must be set to CMYK, [Unless printing a spot or 5th color]
- RGB & Pantone colors must be converted to CMYK.

**Art**

- TIFF or EPS only
- All art/scans must be CMYK, Grayscale or Bitmap. [No JPEG, GIF, or other method of compression]
- 300 DPI [dots per inch] for continuous tone
- 1200 DPI for linework
- Four-color solids must not exceed SWOP total tonal density of 300%
- Supply only the images and fonts [both screen and printer] used in the document
- All traps must be set to Knockout or None

**File Naming**

- Keep file names less than 16 characters in length
- Letters, numbers, and underscores are OK
- Avoid special characters like @, !, #, &, etc.

**ACCEPTABLE MEDIA [MAC PLATFORM]**

- CD-ROM or DVD
- Supply media with a printed list of disk contents and provide address if return of media is required

**ELECTRONIC RECEIPT CAPABILITIES**

For SA MIND Print Ads upload files to:

**Host** <http://eagleray.nature.com/index.php>  
**User ID** sciamprint  
**Password** sciamads  
 (all words are case-sensitive)

**ADDITIONAL INSTRUCTIONS**

**DIGITAL SPECIFICATIONS**

**Silvia De Santis**  
 Prepress/Quality Manager  
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**INSERTION ORDERS**

**Alexandra Egan**  
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**PRINTING MATERIALS & MATERIAL EXTENSIONS**

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 Ad Production Manager  
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**Scientific American MIND**

75 Varick Street, 9th floor  
 New York, New York 10013

**INSERTS TO**

**Brown Printing Company**  
 2300 Brown Avenue  
 Waseca, MN 56093  
 Attn: Tim Andree