

DIGITAL FILE REQUIREMENTS

MATERIAL REQUIREMENTS

All material should be sent on disk in the following digital format and be accompanied by a SWOP standard proof (e-mailing materials is not acceptable)

DIGITAL FILE FORMATS

Accepted file formats: PDF/X-1a:2001

General File Requirements

- File to contain only 1 page or 1 spread.
- The page size must be consistent from page to page.
- Pages must be created to include bleed when required.
- All required trapping should be done prior to creating the file.
- Include quality control patch (color bars) within maximum dimension of ad file.
- All marks (trim, bleed, center) should be included in all colors.

PDF/X-1a:2001 File Requirements

- File must be PDF/X-1a:2001 Compliant version 1.3.
- Scanned images must be high resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles), and saved in TIFF or EPS format.
- All fonts must be included and be Type 1 or 3 (no TrueType).

DIGITAL FILE NAMING

- When naming digital files, the job number and/or advertiser name should be used to name the file.
- Do not use the magazine title as the file name.
- File name(s) must be less than 23 characters.

DIGITAL FILE MEDIA

- Files supplied on industry standard digital media.
- Any files compressed with an application like Stuffit or Zip should be saved as a self-extracting archive.
- Each disk should be clearly labeled with customer name, project name, and date, and must have a printed directory of its contents.

HARD COPY PROOFS

- All proofs must be made to (current G7) SWOP specifications
- SWOP color proof MUST be made from supplied file
- All proofs must contain a color control bar in order to be considered an acceptable SWOP proof and be clearly marked with available job information and proofing system identification.
- All color proofs should be in exact register.
- All proofs must be at 100% of final size.

The publisher cannot be held responsible for the reproduction quality if the proofing requirements are not met or if materials are submitted past closing date. If the supplied proof is not SWOP compliant and/or is unacceptable for press-side color guidance the customer will be notified and a new proof will be requested.

PRODUCTION COSTS

The 15% commission will be forfeited if we produce your ad or re-create your digital file to meet press compliance.

MATERIAL REQUIREMENTS

STANDARD SIZE ADVERTISEMENTS

Magazine printed by offset process. Perfect binding. Trim size is 5 1/4" x 7 7/16". Type and important subject matter should be kept at least 1/4" from trim. Allow 1/2" gutter type cross-over space. Allow 1/8" for bleed. Set crop marks so that they offset 12 pts. from trim of page.

BLEED ADS	LIVE AREA	TRIM	BLEED DECIMAL
Full Page (and covers)	4.75" x 6.9375"	5.25" x 7.4375"	5.5" x 7.6875"
1/2 Page Horizontal	4.75" x 3.125"	5.25" x 3.625"	5.5" x 3.875"
1/2 Page Vertical	2.125" x 6.9375"	2.625" x 7.4375"	2.875" x 7.6875"
2 Page Spread	10" x 6.9375"	10.5" x 7.4375"	10.75" x 7.6875"
1/2 Page Spread	10" x 3.125"	10.5" x 3.625"	10.75" x 3.875"

	INCHES		
Full Page (and covers)	4 3/4" x 6 15/16"	5 1/4" x 7 7/16"	5 1/2" x 7 11/16"
1/2 Page Horizontal	4 3/4" x 3 1/8"	5 1/4" x 3 5/8"	5 1/2" x 3 7/8"
1/2 Page Vertical	2 1/8" x 6 15/16"	2 5/8" x 7 7/16"	2 7/8" x 7 11/16"
2 Page Spread	10" x 6 15/16"	10 1/2" x 7 7/16"	10 3/4" x 7 11/16"
1/2 Page Spread	10" x 3 1/8"	10 1/2" x 3 5/8"	10 3/4" x 3 7/8"

COVERSLEEVE ADS	DECIMAL		
Full Page	3.75" x 6.9375"	4.25" x 7.4375"	4.5" x 7.6875"
2 Page Spread	8" x 6.9375"	8.5" x 7.4375"	8.75" x 7.6875"

	INCHES		
Full Page	3 3/4" x 6 15/16"	4 1/4" x 7 7/16"	4 1/2" x 7 11/16"
2 Page Spread	8" x 6 15/16"	8 1/2" x 7 7/16"	8 3/4" x 7 11/16"

NON-BLEED ADS	DECIMAL	INCHES
Full Page	4.75" x 6.9375"	4 3/4" x 6 15/16"
1/2 Page Horizontal	4.75" x 3.125"	4 3/4" x 3 1/8"
1/2 Page Vertical	2.125" x 6.9375"	2 1/8" x 6 15/16"

PRODUCTION AND SHIPPING INFORMATION

MATERIAL SHIPPING CONTACT

Advertising production materials for *Prevention*, *Prevention Special Interest Publications* and *Prevention Bookazines* should be sent directly to:

1. Electronic advertising file delivery available at **www.adshuttle.com**

SEND SWOP COLOR PROOF TO:

Attn: Charlie Luecke
Prevention Adv Prod
400 S Tenth Street
Emmaus, PA 18098

OR

2. **DELIVER FILE ON CD & SWOP COLOR PROOF TO:**
Prevention, Prevention SIP, Prevention Bookazine
(*BE SURE TO NOTE PUBLICATION AND ISSUE DATE*)
Attn: Vicki Feulner, ISR
Quad Graphics
56 Duplainville Road
Saratoga Springs, NY 12866
{P} 518-581-4376

ADVERTISING PRODUCTION CONTACTS

General production questions/concerns, supplied insert spec/shipping information:

Jen Graber

Production Manager
400 S. 10th Street
Emmaus, PA 18098
{P} 610-967-7886
{F} 610-967- 9534
{E} jennifer.graber@rodale.com

Advertising page production spec information, materials extension dates:

Charlie Luecke

Advertising Production Specialist
400 S. 10th Street
Emmaus, PA 18098
{P} 610-967-8573
{F} 610-967-9122
{E} charlie.luecke@rodale.com

PREVENTION 2009 PRODUCTION SCHEDULE

Issues	Regional Space Closing	National Space Closing	Materials Closing	Inserts Due @ Printer	On-Sale
Jan-09	10/03/08	10/10/08	10/10/08	10/29/08	12/02/08
Feb-09	10/31/08	11/07/08	11/07/08	11/26/08	12/30/08
Mar-09	12/05/08	12/12/08	12/12/08	12/30/08	02/03/09
Apr-09	01/02/09	01/09/09	01/09/09	01/28/09	03/03/09
May-09	02/06/09	02/13/09	02/13/09	03/04/09	04/07/09
Jun-09	03/06/09	03/13/09	03/13/09	04/01/09	05/05/09
Jul-09	04/03/09	04/10/09	04/10/09	04/29/09	06/02/09
Aug-09	05/08/09	05/15/09	05/15/09	06/03/09	07/07/09
Sep-09	06/05/09	06/12/09	06/12/09	07/01/09	08/04/09
Oct-09	07/06/09	07/10/09	07/10/09	07/29/09	09/01/09
Nov-09	08/07/09	08/14/09	08/14/09	09/02/09	10/06/09
Dec-09	09/04/09	09/11/09	09/11/09	09/30/09	11/03/09
Jan-10	10/02/09	10/09/09	10/09/09	10/28/09	12/01/09
Feb-10	10/30/09	11/06/09	11/06/09	11/25/09	12/29/09

2009 PREVENTION SPECIAL INTEREST PUBLICATIONS

Title	Space Closing	Materials	On Sale
Weight Loss #1	11/26/08	12/03/08	01/13/09
Biggest Loser #1	12/22/08	01/07/09	02/17/09
Outsmart Diabetes #1	01/28/09	02/04/09	03/17/09
Smoothies & More	02/04/09	02/11/09	03/24/09
Walking Fit	03/04/09	03/11/09	04/21/09
Green Living / TBD	04/01/09	04/08/09	05/19/09
Outsmart Diabetes Cookbook	04/08/09	04/15/09	05/26/09
Weight Loss #2	05/06/09	05/13/09	06/23/09
Fit & 50 / Anti-Aging	05/27/09	06/03/09	07/14/09
No Gym Workouts	07/08/09	07/15/09	08/25/09
Slow Cooker #1 Cook	07/22/09	07/29/09	09/08/09
Outsmart Heart Disease	07/29/09	08/05/09	09/15/09
Shop for Health	09/02/09	09/09/09	10/20/09
Slow Cooker #2	09/23/09	09/30/09	11/10/09
Outsmart Diabetes #2	09/30/09	10/07/09	11/17/09
Biggest Loser #2	10/28/09	11/04/09	12/15/09

Editorial topics/titles are subject to change. If an issue is single sponsored, all other ads will be removed from that issue. (effective 10/02/08)

2009 PREVENTION BOOKAZINES

Bookazines	Ad Space Close	Ad Material Close	On-sale date
revention/No Gym Workout	12/24/08	12/24/08	02/24/09
Prevention/Fit Over 40	02/27/09	02/27/09	04/28/09
Prevention/Walk Off Weight	04/27/09	04/27/09	06/23/09
Prevention/Abs and More	06/26/09	06/26/09	08/25/09
Prevention/Outsmart Diabetes	08/17/09	08/17/09	10/27/09
Prevention/2010 Get Organized Health Planner	10/26/09	10/26/09	12/22/09