

Digital File Specifications for Physical

INSTRUCTIONS / STANDARDS FOR PHYSICAL

- All images / scans and Pantone colors must be in CMYK mode.
- Four-color solids should not exceed SWOP density of 300%.
- Supply single pages and/or spreads with type broken for gutter.
- Single page image area should be no more than trim plus bleed.
- Keep all registration marks, color bars and crop lines outside of 4C bleed.
- All digital files will be retained for thirteen months.

File Naming Convention

- Let's Live - LL
- Get Active! - GA
- Physical - PH
- DIY Auto - DI
- Great Life - GL

DIGITAL FILES & PROOFING FOR PHYSICAL

Digital Files

- Acceptable media: CD-ROM's, 100 MB Zip
- Acceptable file types: QuarkXPress 4.11, 5.0, 6.0, Illustrator 10.0, Photoshop, and High Resolution PDF.
- Tiffs are acceptable if provided with native file and fonts. For Tiff's and EPS files, please convert fonts to outline.

Digital Proofing

Basic Media Group requires that all ads be accompanied by either a press color proof or provided high-res PDF.

AD SIZING REQUIREMENTS FOR PHYSICAL

Live area: 7 3/8" x 9 7/8". Magazine trim size: 8" x 10 1/2".
Spread trim size: 16" x 10 1/2".

Ad Size	Live Area	Bleed Size
Full pg	7 3/8" x 9 7/8"	8 1/4" x 10 3/4"
Two pg spread	15 3/8" x 9 7/8"	16 1/4" x 10 3/4"
2/3 pg	4 1/2" x 9 1/2"	*
1/2 pg (Horizontal)	7" x 4 7/8"	*
1/3 pg (Vertical)	2 1/4" x 9 1/2"	*
1/3 pg (Square)	4 1/2" x 5"	*

* Partial page bleed ads will not be accepted.

LABELING REQUIREMENTS FOR PHYSICAL

- Issue date, advertiser name and ad number
- Agency name, agency contact and phone number
- Vendor name, vendor contact and phone number
- Return address for materials
- Directory printout of disk contents
- List of contents

MATERIAL SHIPMENT FOR PHYSICAL

Ad Materials Ship to
Basic Media Group
11050 Santa Monica Blvd. 3rd Floor
Los Angeles, CA 90025

Suzanne Sumner Ferry
Phone: 310.445.7522
Email: sferry@basicmediagroup.com

Tami Packley Georgeff
Phone: 310.445.7560
Email: tgeorgeff@basicmediagroup.com

ELECTRONIC FILE TRANSFERS FOR PHYSICAL

The ftp site can be used for late, last-minute ads or for small changes to ads we have already received, or even if you just prefer to ftp us your ads on a regular basis. Please name the files using the Basic Media Group naming convention as outlined in the Labeling Requirements specification.

We Need to Know in Advance
(via email to tgeorgeff@basicmediagroup.com or sferry@basicmediagroup.com)

1. When will the ad be ftp'd?
2. What is the name of your ad or product?
3. What is your contact information in case the file is corrupt or we have questions?
4. Let us know if you are ftping a pdf of your ad or if we will receive a color match print in the mail the following business day. If you are sending a color match print, see Material Shipment section for mailing instructions, etc.

continued

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Instructions for PC Users Sending Basic Media

Group a File Via FTP

1. Launch Internet Explorer.
2. In the address field, type: ftp.basicmediagroup.com
3. A log-on prompt will appear: Username = advertiser ;
Password = advertiser
3. Drag the file to your Internet Explorer window and watch the files transfer.

Instructions for Mac Users Sending Basic Media

Group a File via FTP

1. Locate your ftp client (example: Fetch) and create a new site called BMG
2. The address is: ftp.basicmediagroup.com
3. A log-on prompt will appear: Username = advertiser ;
Password = advertiser
4. Use the transfer function of your software to upload the files.