

# EMPOWERING Women

## Production Requirements

Advertisements must be submitted with the following specifications:

### Full-page bleed

9" x 10 7/8" trim  
8" x 9 7/8" live area  
9 1/4" x 11 1/8" bleed

### Spread bleed

18" x 10 7/8" trim  
16 3/8" x 10 1/2" live area  
18 1/4" x 11 1/8" bleed  
3/16" live clearance of page trim.  
1/4" live clearance each side of gutter.

**Printing process:** Web offset

**Binding method:** Perfect bound

**Line Screen:** 133

**Max Density:** 300%

**Color Rotation:** Y, M, C, K

4-color process only. No spot color.

Files be submitted in one of the following formats (in order of preference):

**PDF/X-1A format.** Must be CMYK, 300 dpi with bleed and trim marks clear of bleed image area.

**InDesign CS2 or QXPress 6.5 format.** Ad must be set at correct size. If sending on disk as a "collected" (QXPress 6.5) or "packaged" (InDesign CS2) file, supporting screen and printer fonts, graphics, soft proof (PDF) or composite proof must be provided.

**Other materials:** *Empowering Women* art department, and authorized outside resources, may modify or create production materials for advertisers. Other typesetting, mechanical, or film work is billable at commercial rates, with a minimum charge of \$50.

**Proofs:** An authorized advertiser representative must approve in writing and return a proof of any production work done by *Empowering Women* before the ad can be printed.



**Schedules:** Copy-closing dates refer to deadlines for acceptable production materials. Any such materials delivered to *Empowering Women* requiring modification will require additional time to ensure proper review and finalization to meet the intended deadline.

**Liability:** Production materials are accepted with the understanding that they will be printed at commercial-magazine quality. Spot colors matched in process colors may vary significantly from PMS or other samples. Process color materials printed in *Empowering Women* may not match brightness, color, or clarity of proofs made by other methods or on other papers. *Empowering Women* will not be liable for any claim resulting from its perceived failure to match a color printed by another technique.

*Empowering Women*, as an accommodation to an advertiser, may print from material not fully accepted as described above with the understanding that we are not liable for any claim base on this accommodation.

Our liability for production work produced through *Empowering Women* is limited to production charges for that work. We are not liable for any production claims in any instance in which the requirement for an approved proof is waived.

Alan Dwelle  
Production Manager  
940-497-9711  
adwelle@pluspublishing.com

