

ADVERTISING SPECIFICATIONS

HOW TO SUBMIT MATERIALS AND ADS

To submit large files you can upload them to our website at hightail.com/u/rms. You can also e-mail your files to production@rmsmg.com or mail a CD to our office.

ACCEPTABLE AD FORMATS

- PDF/X-1a is the preferred file format for submission
- InDesign application files (packaged: all supporting files and fonts included and properly linked)
- TIFF, JPEG, EPS and Adobe Photoshop files are accepted in certain instances but only at high resolution and at the discretion of the magazine
- All image files must be SWOP, CMYK or grayscale and between 300 and 400 dpi

DOCUMENT CREATION

- Build document to purchased ad size—refer to provided chart
- All high-resolution images, artwork, and fonts must be included when the file is created
- All colors and images must be CMYK. Total area density should not exceed the SWOP standard of 300%

PROOFS

Proofs are used to check general document layout and content, not for accurate color match, unless specified by agency.

MATERIAL DEADLINES

All advertising materials must be received by the due date. Advertisers will be invoiced at publisher's cost for all preparation charges.

RETENTION OF MATERIALS

All materials will be automatically discarded after one year. Publisher is not responsible for archiving ad materials.

COLOR PROOF

A printed proof for color and placement can be supplied for \$75. Otherwise, a soft proof will be sent to you via e-mail.



AD SIZE	MEASUREMENTS*	MEASUREMENTS WITH BLEED
Spread	18" x 10.875"	18.25" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
1/2 Page Horizontal	8.5" x 5.0625"	n/a

*Full-page bleed ads extend .125" on all sides. Allow .25" safety from trim along each side.