

# NON-SPORT<sup>®</sup>

## UPDATE

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### ADVERTISING DIMENSIONS

Full Page .....	7 <sup>5</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>4</sub> "
1/2 Page .....	7" x 5"
1/4 Page .....	3 <sup>1</sup> / <sub>2</sub> " x 5"
Bleed Size (color) .....	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>4</sub> "
Trim Size (color) .....	8 <sup>1</sup> / <sub>4</sub> " x 10 <sup>7</sup> / <sub>8</sub> "

### DIGITAL AD SPECIFICATIONS

When submitting digital ads to Non-Sport Update, please use the following guidelines. If you have a situation in which something falls outside these specifications, please contact us to discuss it.

### SOFTWARE

Please note the following supported software specifications:

- QuarkXPress
- Illustrator (with type converted to outlines; saved as EPS and with all linked files)
- Freehand (with type converted to paths; saved as EPS and with all linked files)
- Photoshop (saved as TIFF or EPS)
- PageMaker (any embedded graphics must also be submitted as separate files)
- PDF (with prior approval; there are many specifications that must be reviewed)

Any other applications (i.e. Word, Publisher, and PowerPoint) are unacceptable.

### FONTS

- Supply all printer and screen fonts, including fonts embedded in art files.
- Although PC files may be submitted, Macintosh fonts may have to be substituted.
- Pseudo-type commands should not be used; that is, if italics are desired, then the italic version of the font should be used, not the italic style.

### SCANS

- We request that scanned images be saved as TIFF or EPS files.
- Line art should be scanned at 900 dpi and saved as a TIFF. Be sure not to scan line art as a halftone. (In Photoshop, use the "Bitmap" mode.)
- Black-and-white photos should be scanned as grayscale at 300 dpi. Ideally, the shadow dot should not exceed 91%; any dot under 4% will drop to white.
- 4/C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), using UCR for separation type, with an ink limit of 280%. The high-res image should be placed (not pasted!) directly into the document. Please note that in the case of a low-resolution "FPO" image, a charge may be applied to place the high-res image.
- Scan your photograph or transparency as close to the actual reproduction size as possible—a 20% margin plus or minus is optimum. For efficient processing of your ad, please avoid sending unnecessarily large high-resolution files.
- Please call for specifications for any digitized film prepared on a copydot scanner.

### WHAT TO SEND ON YOUR DISK

- The ad file itself (e.g., QuarkXpress file).
- Any support files that are incorporated into the ad (e.g., logo scans, images).
- The screen and printer fonts used in your ad—even if the ad is saved as an EPS file. Look closely for any EPS files embedded within your ad (such as a logo) that may use fonts, and include those as well. When using Multiple Master fonts, the entire family of fonts must be included regardless of whether or not all the versions are used in the ad. Variations caused by font substitutions, as a result of fonts not being sent or converted as appropriate, are the responsibility of the advertiser.

### WHAT TO SEND WITH THE DISK

- The most recent hard-copy printout of the ad, specifying which software program was used to create the ad (e.g., QuarkXPress/Mac or Pagemaker/PC).
- For color ads, a black-and-white composite and color-separated laser proof. If your ad contains 4/C scanned images or builds of 3 or more colors, provide a laminated or high-end digital color proof (Iris or Approval). We are not responsible for shifts in color due to differences between the file and the proof. If an acceptable color proof is not supplied, a charge may be given to make one from your file.

### COMPATIBLE MEDIA

- MAC/PC formatted floppies, CD-R, CD-RW, Zip Disk (100 or 250 MB), Jaz Disk (1.0 GB or 2.0 GB).

### ELECTRONIC TRANSMISSION

- Please contact us for FTP instructions

### MISCELLANEOUS

- Do not submit color files for black-and-white ads.
- High-resolution images from stock-photo disks should be converted to CMYK TIFFs and placed directly into the document.
- Tints and color type in a 4/C advertisement must be produced in a CMYK equivalent.
- If you have made an EPS file for your ad, please supply it as well as your original application files in case the EPS file does not image correctly or if a modification is necessary.
- Zip and Jaz disks will be returned after the issue is published. CD-ROM disks will not be return unless requested. Please be sure your address is clearly marked on the disk for efficient return.

### SHIPPING INSTRUCTIONS

All advertising materials, including payment, should be shipped to:

**NON-SPORT UPDATE  
4019 GREEN STREET  
HARRISBURG, PA 17110**

Questions? Call us at (717) 238-1936 or e-mail us at info@nonsportupdate.com.