

THE AMERICAN

PRODUCTION REQUIREMENTS

Preferred Materials

To ensure consistent results in reproducing your printed materials, we encourage the submission of High-resolution PDFs, with all fonts embedded. Advertising materials in forms other than high-resolution PDFs should not be submitted without the prior, case-by-case agreement given by our production contact. We can also accept both QuarkXpress 6.5 and Adobe InDesign CS 2.0 files. In doing so, please be sure to collect all fonts and linked graphics as well as supplying a color proof of the final file.

Proofing

Four-color ads require a color proof—3M match-print, chromalin, pressmatch, or equivalent—or a tear sheet from a previous printing. The American cannot assume responsibility for accurate reproduction of supplied materials that are not accompanied by an acceptable proof or that do not conform to current SWOP specifications. Customer-created PDF files may be accepted as proofs by prior agreement. If emailing or ftp-ing four-color files, please send a hard copy proof via post or delivery service.

Press Ready PDFs

We strongly encourage the submission of properly created, high-resolution PDF documents. PDF files should be 100% complete, with all fonts—including “sub-sets”—and high-resolution images embedded. PDF documents must be created with Acrobat Distiller 3.0 or newer. All color files must be CMYK format, with no RGB, LAB, or index-color elements, and must be at least 300 dpi (or pixels per inch). Images from websites that have been “up-res-ed” artificially to 300 dpi will be unprintable. Submitted PDFs should be pre-scanned for incorrect color, unsupported image resolution, or the presence of OPI or ICC tags.

Page Size

Page size is 8.25" x 10.875" (Trim). Materials that do not bleed should be composed using a page that is 8.25" x 10.875" and must include crop and registration marks.

For Elements that Bleeds

Bleeding elements should be supplied with minimum of a 1/8-inch (.125") bleed on all sides. Bleed must extend beyond the trim area indicated by crop marks.

Live Area

Text and borders must not lie within 1/4-inch of the trim.

Fonts

Include all system fonts and font subsets. All fonts should be embedded in submitted PDFs.

File Delivery

FTP instructions are available via e-mail from our production contact. Files less than 10.0 megabytes may be sent via email.

Pre-Flighting

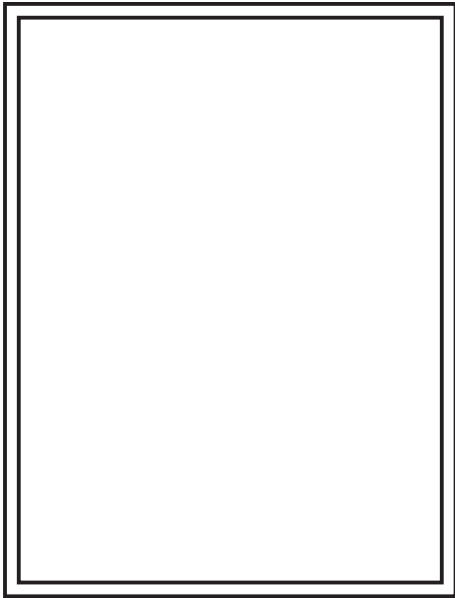
All digital files will be “flight-checked” prior to execution. If submitted files do not meet specification requirements, the advertiser will be notified. We will make every effort to ensure that corrections can be made in a timely fashion.

Production Contact

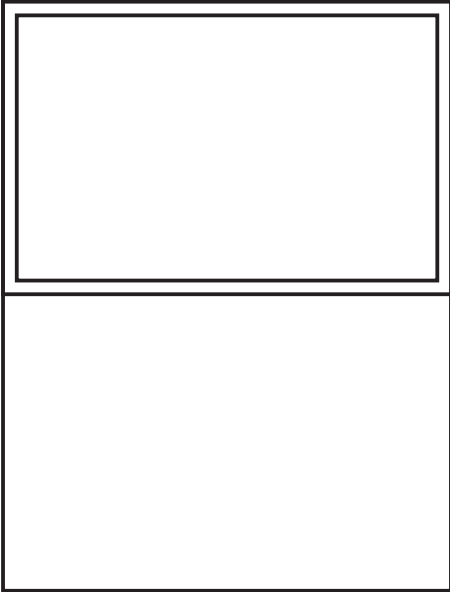
Fred Wollenberg
Bergman Group
4880 Sadler Road
Suite 220
Glen Allen, VA 23060
804-200-6933
fwollenberg@bergmangroup.com

The American Magazine

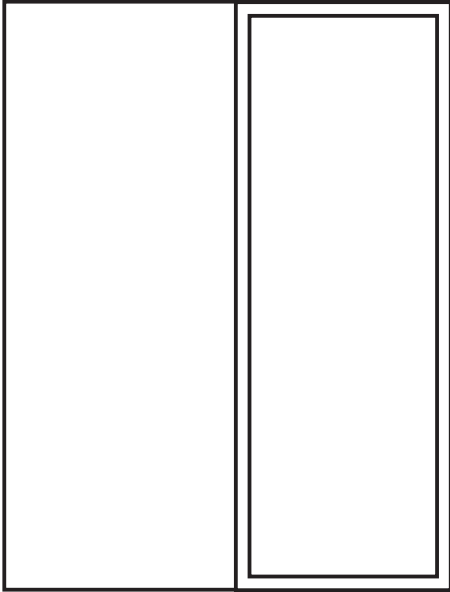
Page Dimensions



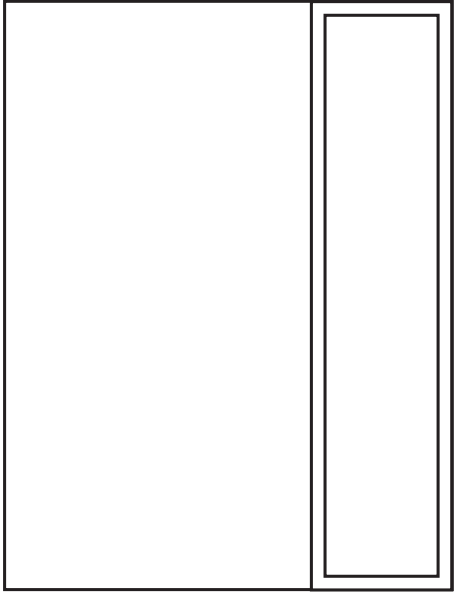
Full Page
 Trim: 8.25" x 10.875"
 Bleed: 1/8" top, outside edges and foot
 Live: 7.75" x 10.375"



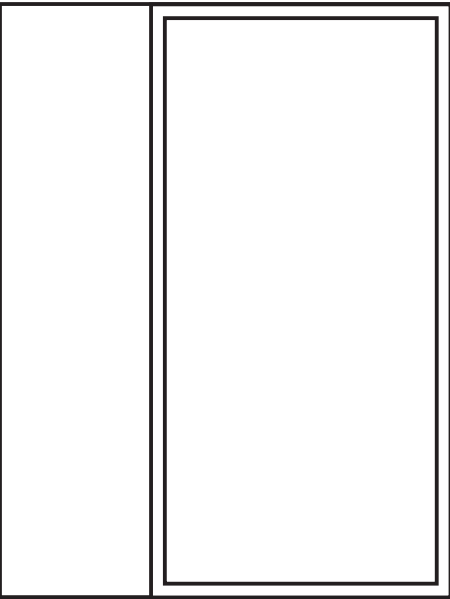
Half Page Horizontal
 Trim: 8.25" x 5.4375"
 Bleed: 1/8" top, outside edges
 Live: 7.75" x 4.9375"



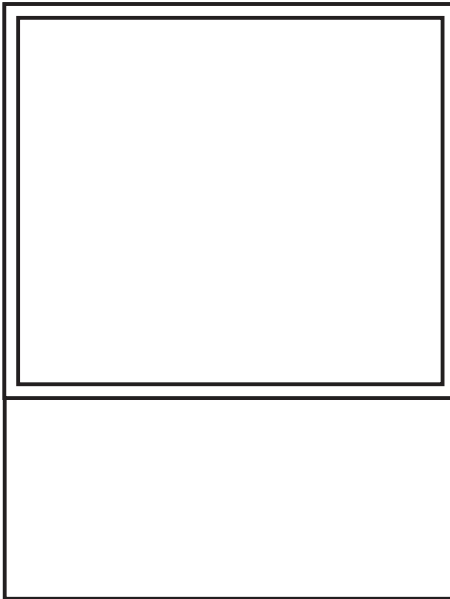
Half Page Vertical
 Trim: 4.125" x 10.875"
 Bleed: 1/8" top, outside edge, foot
 Live: 3.625" x 10.375"



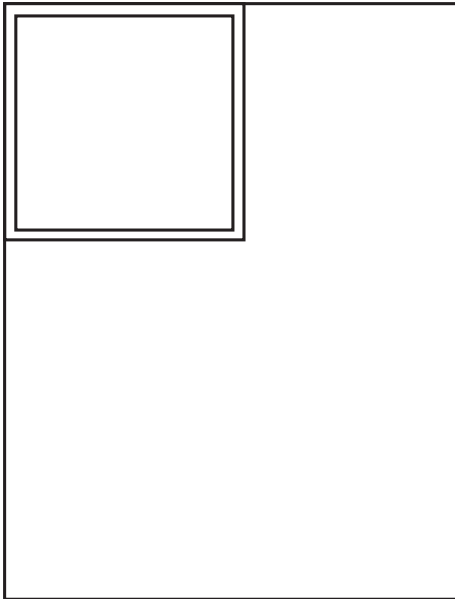
Third Vertical Ad
 Trim: 2.75" x 10.875"
 Bleed: 1/8" top, outside edge, foot
 Live: 2.25" x 10.375"



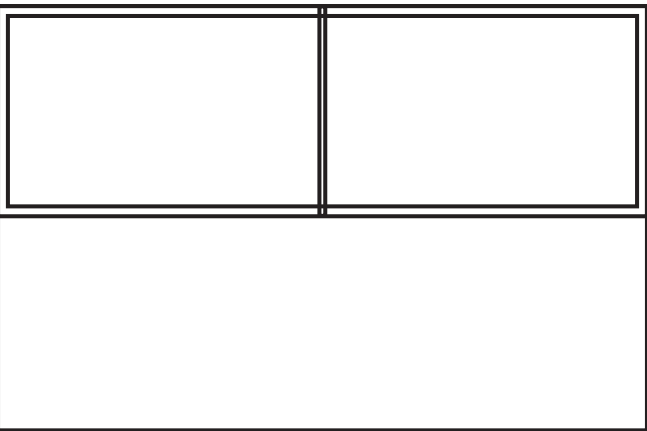
2/3 Vertical Ad
 Trim: 5.5" x 10.875"
 Bleed: 1/8" top, outside edge, foot
 Live: 5" x 10.375"



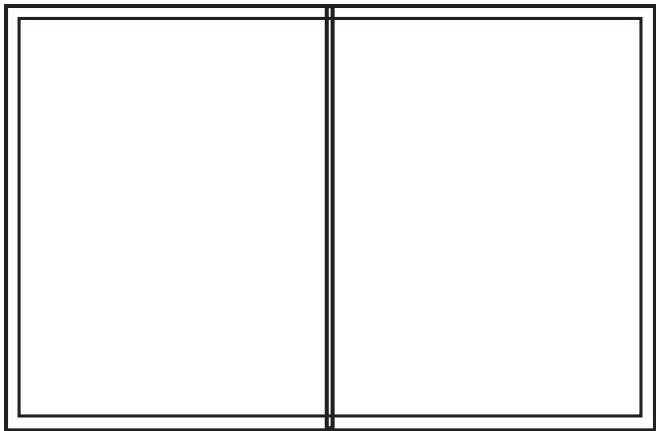
2/3 Horizontal Ad
 Trim: 8.25" x 7.25"
 Bleed: 1/8" top, and outside edges
 Live: 7.75" x 6.75"



1/3 Square Ad
 Trim: 5.5" x 5.4375"
 Bleed: 1/8" top, and outside edge
 Live: 5" x 4.9375"



Half page spread
 Please Note: Gutter Safety: 1/8 on Left and Right side
 Trim: 16.5" x 5.4375"
 Bleed: 1/8 on top, and outside edges
 Live: 16" x 4.9375"



Full page spread
 Please Note: Gutter Safety: 1/8 on Left and Right side
 Trim: 16.5" x 10.875"
 Bleed: 1/8 on top, and outside edges
 Live: 16" x 10.375"