

# KALMBACH PUBLISHING CO.

## Digital Advertising Specifications

### General Information

Effective Thru 12/31/12

Kalmbach Publishing uses direct-to-plate technology rather than traditional film processing. For this reason, we require that ads be submitted in specific digital file formats. To help ensure that your ad appears as you'd like it, please follow these guidelines.

### Applications

Kalmbach Publishing's advertising department is mainly Macintosh based. Although many applications are available for design, we have found that certain applications give consistent, dependable results. Final ad files should be supplied as (in order of preference):

- High-resolution PDF (PDF/X-1a compliant)
- InDesign CS4 (or lower)
- Photoshop CS4 (or lower)
- Illustrator CS4 (or lower)
- QuarkXPress 6.0 (or lower)
- **Conditional output** can also be generated from: Microsoft Publisher 2010, Microsoft Word, and PowerPoint 2010. Call for more detailed instructions.

Files from other programs are acceptable if output as a high-resolution PDF (PDF/X-1a compliant) or saved in EPS or TIFF formats. However, we will be unable to make changes or corrections to these files. All files must be built at 300 dpi or higher.

Multiple ads may be submitted at the same time. However, multiple ads submitted within a single layout or image file will be separated into individual ads\*. Any elements (e.g. notes, comments and pasteboard materials) outside of the active ad area will be removed\*.

**We can not accept TIFF/IT-P1 files.**

### Images

Recommended resolution for all images is 300 dpi. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi.

All image files should be in TIFF or EPS format. **We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in lower image quality.**

Tip: Avoid artwork taken from the Internet, it is typically 72-96 dpi and is unsuitable for print.

### Color

**All 4-color ads must be in CMYK format and should not exceed 300% ink coverage. Any RGB and/or Pantone colors will be converted\***. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted\*.

### Fonts

All fonts must be embedded within your high-resolution PDF.

NOTE: If native files are being submitted (e.g. .indd or .qxd files), all font files need to be included. We are only able to output native files which use Open Type or Macintosh PostScript fonts. Any font choice incompatible with our output process will be substituted for the closest available match at our discretion. Since we are Macintosh based, we cannot use PC fonts. Converting your text to outlines or paths will help eliminate output issues related to fonts.

### Media

We accept digital files using these methods:

- Ad Submission Website: [www.adsubmission.kalmbach.com](http://www.adsubmission.kalmbach.com)  
(100MB maximum file size)
- E-mail (under 10MB)
- DVD or CDROM PC/MAC

Files submitted via e-mail or Ad Submission Website should be compressed (e.g. StuffIt, WinZip, PKZip).

Send materials to:

Attn: Magazine Title Advertising, Kalmbach Publishing Co., 21027 Crossroads Circle, Waukesha WI 53187-1612

Tip: Be sure to include magazine name, issue, and advertiser name with all correspondence, and packages.

### Quality Control

Our quality control process is designed to catch many of the problems that can occur with digitally created ad files. We recommend that you send one of the following proofs so we can also compare our output to yours:

- Email a jpg file or screen shot
- Fax a printout to 262-796-0126
- Mail a printout of the ad to your Ad Sales or Service Representative.
- Mail a SWOP certified proof for accurate color; color laser and inkjet prints will be used for general color reference only.

We always strive to reproduce your ad in a pleasing manner, but Kalmbach Publishing Co., cannot fully guarantee the accuracy of your ad without receiving one of the above legible proofs.

#### \*Additional Charges

There will be no charge for digital ads meeting all specifications. Any advertiser-submitted file that is not output ready or does not meet our specifications could incur an additional prep charge of \$55 per hour, billable in quarter-hour increments.

**For specific directions or additional questions, please call our Digital Ad Specialist at (888) 558-1544 ext. 677**

Kalmbach Publishing Co. • 21027 Crossroads Circle • P.O. Box 1612 • Waukesha, WI 53187-1612 • 262-796-8776 • Fax 262-796-0126