

AREA DEVELOPMENT

SITE AND FACILITY PLANNING

HALCYON BUSINESS PUBLICATIONS, INC.

400 Post Avenue
Westbury, New York 11590

Jessica Whitebook, Production Manager
800.735.2732 ext. 205
jessica@areadevelopment.com

Talea Gormican, Production Assistant
/Traffic Manager
800.735.2732 ext. 216
talea@areadevelopment.com

Audited



Member



INTERNATIONAL
ECONOMIC
DEVELOPMENT COUNCIL

Mechanical Requirements

Printed Web Offset

| Size | Width | Depth | Width | Depth |
|-----------------------|----------|----------|----------|---------|
| Full Page (Bleed) | 8 - 1/4 | 11 - 1/8 | - | - |
| Full Page (non-bleed) | 7 | 10 | - | - |
| 2/3 Page | 7 | 6 - 3/4 | 4 - 9/16 | 10 |
| 1/2 Island | - | - | 4 - 9/16 | 7 - 1/2 |
| 1/2 Page | 7 | 4 - 7/8 | 3 - 3/8 | 10 |
| 1/3 Page | 7 | 3 | 2 - 3/16 | 10 |
| 1/3 Page Square | 4 - 9/16 | 4 - 7/8 | - | - |
| 1/4 Page | 7 | 2 - 3/8 | 3 - 3/8 | 4 - 7/8 |
| 1/6 Page | 4 - 9/16 | 2 - 3/8 | 2 - 3/16 | 4 - 7/8 |
| 1/8 Page | 7 | 1 - 1/8 | 3 - 3/8 | 2 - 3/8 |

Trimmed Size of Magazine: 8" x 10 7/8" (trimmed 1/8" all sides)

| | |
|-------------------------------------|---------------------|
| Bleed Page | 8 - 1/4 x 11 - 1/8 |
| Live area | 7 x 10 |
| 2 pg. Spread, gutter bleed | 15 - 1/4 x 10 |
| 2 pg. Spread, bleed 4 sides | 16 - 1/4 x 11 - 1/8 |
| Half-page spread, gutter bleed only | 15 - 1/4 x 4 - 7/8 |
| Half-page spread, bleed 3 sides | 16 - 1/4 x 5 - 5/8 |

Submit PDF Files Using PDFX1a Presets

Ad Materials must be received no later than the 10th of the month preceding the issue date.
Mail ad materials to the attention of the traffic manager.

1. **For Electronic Submission: Up to 7 MB PDF files only (Advertiser Must Still Submit SWOP Color Proofs).** E-mail to: printadv@areadevelopment.com and overnight via courier a SWOP standard color proof for any ads with color. In addition to a supplied color proof and for any BW ads, please FAX HARD COPY PROOF to 516-338-0100 attn: Production
2. If file size is larger than 7 MB please upload file to the FTP site: www.filesdirect.com/areadevelopment. Please put to the attention of Talea Gormican. Site will send confirmation e-mail if upload is successful.

File Formats:

- ▶ **PDF Files:** PDFX1a (PDFX1a is the standard for the magazine printing industry.)

Settings – Distiller

Open your Acrobat Distiller

Click onto the Settings Tab and select PDFX1a

Settings – InDesign:

In InDesign Go to: File/Export then click Save then, choose the PDFx1a preset.

Settings – Illustrator

To make a PDF out of Illustrator click "save as", and then "save". After clicking "save", in the next screen choose PDFX1a in the Adobe PDF Preset dropdown.

- ▶ **EPS Files:** Must be created with all Fonts Converted to Outlines or Paths

Color Proofs for 4/Color Ads:

- ▶ SWOP – All Color Proofs should meet SWOP standards

- ▶ Supplied proofs must show crops, with no corrections noted and be actual size.

NOTE: If SWOP Standard Color Proof is not supplied, Publisher cannot be responsible for color accuracy.

Instructions:

- ▶ Supply accurate hard copy proofs of the digital file. 4-color ads must be accompanied by a color proof.
- ▶ Proofs must be supplied at 100%
- ▶ All files must be CMYK mode. No RGB. No PMS or spot colors.
- ▶ Resolutions – 300dpi for Images.
- ▶ Single page size should be created to the actual trim size, then extend bleed 1/8" beyond trim.