Digital Advertising Specifications
General Information
Effective Thru 9/30/19

Kalmbach Media uses direct-to-plate technology rather than traditional film processing. For this reason, we require 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 Media'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-1 thru PDF/X-5 compliant).

- InDesign CC (or lower).

- Photoshop CC (or lower).

- Illustrator CC (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, JPG or TIFF formats. However, we will be unable to make changes or corrections to these files. All files must be 300 dpi or higher.

Multiple ads may be submitted at the same time, however, only one ad per file. Multiple ads submitted within a single layout or 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 JPG, 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/spot colors will be converted.* We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bitmapped 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 .ai 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.

File Submission

We accept digital files using these methods:

- Ad Submission website:
  ### adsubmission.kalmbach.com
  Receive delivery confirmation and eliminates SPAM filters.
  (100MB maximum file size)

- Email (under 10MB)

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

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.

- For color accuracy mail a **SWOP certified** **proof** of the ad to your Ad Sales or Service Representative. For an up-to-date list of SWOP approved color proofs, please visit: swop.org

Send materials to:
Attn: Magazine Title Advertising, Kalmbach Media, 21027 Crossroads Circle, Waukesha WI 53186-4055

We always strive to reproduce your ad in a pleasing manner, but Kalmbach Media 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 $65 per hour, billable in quarter-hour increments.

**Color Matching
If a SWOP certified color proof is not supplied, Kalmbach Media cannot guarantee a color match. Proofs that are not SWOP certified will be referenced for content only.

For specific directions or additional questions, please call our Digital Ad Specialist at 888-558-1544 ext. 618

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