Veterinary Practice News®

MECHANICAL SPECIFICATIONS

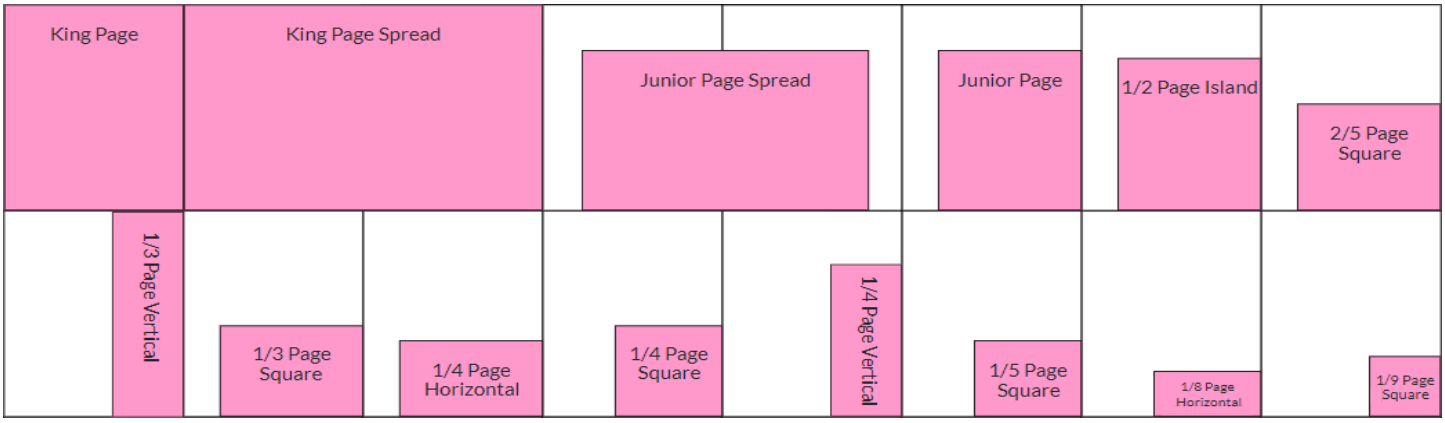
Printing: Web offset
Binding: Saddle-stitch
Full Page Bleed: 10 3/4″ x 13 3/4″ (allow 1/8″ on all sides for trimming)
Trim Size: 10 1/2″ x 13 1/2″
Live Image Area: 10″ x 13″

For more information on ad sizes and mechanical specs, e-mail production@kenilworth.com.

ADVERTISEMENT DIMENSIONS

Ads	COLUMNS	WIDTH	x	HEIGHT
Junior Page	4	8″	x	10 1/2″
1/2 Page Island	4	8″	x	10″
2/5 Page Square	4	8″	x	7″
1/3 Page Square	4	8″	x	6″
1/3 Page Vertical	2	3 7/8″	x	13″
1/4 Page Horizontal	4	8″	x	5″
1/4 Page Square	3	6″	x	6″
1/4 Page Vertical	2	3 7/8″	x	10″
1/5 Page Square	3	6″	x	5″
1/8 Page Horizontal	3	6″	x	3″
1/9 Page Square	2	3 7/8″	x	4″

Bleed Unit Sizes	WIDTH	x	HEIGHT
King Page Spread	21 1/4″	x	13 3/4″
Junior Page Spread	16 1/2″	x	10 1/2″
King Page	10 3/4″	x	13 3/4″



ADDITIONAL SPECS AND INFORMATION

Advertising Specifications

- Digital 4-color process files only (CMYK*).
- PDF/X files preferred.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.
- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

Supported Platforms

MAC, PC

Supported Applications

Adobe Distiller/Acrobat® Pro DC 2022

- Convert all PMS/RGB colors to CMYK* prior to creating a PDF.
- Save all PDF files as PDF/X.

Adobe InDesign® v17

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

Adobe Illustrator® v26

- Convert all PMS/RGB colors to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or coloring with 0% of another color will not print. Note: outlined text cannot be altered.

Adobe Photoshop® v23

- Convert all PMS/RGB colors to CMYK*.
- Supply all fonts or rasterize all type. Save file as an EPS, JPG, PDF or TIF with no JPG or LZW compression. Rasterized type cannot be altered.

Eps/Tif

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

Fonts/Text

- OpenType fonts will be accepted. Provide both screen and printer fonts.
- It is recommended you submit fonts with your ad material, however, if a font is not submitted an attempt will be made to match the font as closely as possible. This may result in text reflow if changes are required to the ad.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-color black type.

Proofs

Publisher shall not be responsible for color or color trapping or advertising copy that does not include a Specifications for Web Offset Publications (SWOP) standard proof.†

For further assistance with file preparation contact Production at (905) 771-7333 or (800) 409-8688 or e-mail production@kenilworth.com.

* Files in RGB color space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in color due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.