

Digital and Mechanical Requirements

Digital Requirements

ACCEPTED FILE TYPE

- Please submit native Adobe InDesign / QuarkXpress files, or Adobe PDF files created using the PDF/X-1a:2001 specification.
Exporting PDF files created from InDesign will work, however, we do NOT recommend exporting PDF files from other non-Adobe applications, such as QuarkXpress. Since the results of exporting from non-Adobe applications can be unreliable, we recommend exporting a PostScript file and then using Acrobat Distiller with the PDF/X-1a:2001 specification.

SUPPORT FILES

- When sending native files with imported graphics, include the original graphic files along with the page layout. Do not embed EPS, TIF or JPG files within another file.

FONTS

- When sending Adobe InDesign or QuarkXpress files, please make sure to include all fonts on the disc or in the ZIP file. For PDF documents, please ensure all fonts are embedded.

TRAPPING

- Printer will trap all files.

RESOLUTION

- All support images should have 2400 resolution and 300 dpi (for 150-line screen printing) at 100%.

COLOR

- All colors in file should be created as CMYK or gray scale builds.

PROOFS

- High-end digital color composite proofs should be provided with ads.
- Publisher is not responsible for shifts in color due to differences between the file and proof.

SUBMISSION

- Include the page layout file, fonts and support graphics used in your ad.
- Also enclose the printer proofs and contact information.

Mechanical Requirements

Publication trim size: 8-1/2" w, 10-7/8" h

Printing: Computer to plate process

Screen: Should not exceed 320% print density

File submission: Digital files preferred (see digital specifications)

Binding: Saddle-stitched

Live area: Live area is 1/4" inside the trim

LPI: 150-line screen required

Bleed-full page: No extra charge

Actual bleed: 1/8" past the trim

Bleed page: Must extend to 8-3/4" w x 11-1/8" h

NOTE

- Publisher is **not** responsible for errors due to improper file preparation.
- Additional charges may apply to prepare an ad for print reproduction.
- Call CUES' advertising and sales department at **800.252.2664** or 608.271.2664, ext. 5341, with questions about specifications before sending your ad.

For the most up-to-date mechanical requirements, visit cumanagement.org.

To submit an ad, e-mail your materials to ads@cues.org.

