

Digital Requirements

Preferred format is PDF/x1a:2001. Other accepted file formats include InDesign CS4, Illustrator CS4 and Photoshop CS4. PDFs may be sent via email. Native files will be accepted on CD, DVD or via our VPN (call for upload details). Macintosh Platform preferred.

FILE REQUIREMENTS:

All 4/color images should be supplied CYMK at a resolution of 300 dpi at 100% final size, and a maximum color density of 300%. All black type should be supplied at 100% black and set to overprint.

PDF REQUIREMENTS

Minimum: PDF/x1a: 2001

Extended PDF/x1a:2001 Settings*:

- **GENERAL** Standard: PDF/x1a:2001, Compatibility: Acrobat 4
- **COMPRESSION** Change the tab Bicubic Downsampling to "Do Not Downsample" and Compression to "None" for all image types.
- **MARKS & BLEEDS** All Printer's Marks except Color Bars. Type: Default. Weight: .25pt. Offset: .125 in. Bleed: all at .125"
- **OUTPUT** Color: Color conversion: convert to Destination. Destination: Document CMYK. PDF/X: US Web Coated (SWOP) v2.
- **ADVANCED** Fonts: 100%. Transparency Flattener: High Resolution. JDF: leave unchecked.
- **SECURITY** Leave as is with no added protection.

NATIVE FILE REQUIREMENTS:

Provide all fonts and high-resolution images with a list of fonts and graphics. Image resolution should be 300 dpi at 100% finished size. All 4/color images should be supplied CYMK. All ads require a color proof that meets SWOP standards - if one is not provided, one will be output and the advertiser billed at prevailing rates. Please use postscript fonts and provide both the screen and printer font for all fonts used.

Full Page

Live: 7.375"W x 10"H
Bleed: 8.125"W x 10.75"H
Trim: 7.875"W x 10.5"H

Spreads

Live: 15.25"W x 10"H
Bleed: 16"W x 10.75"H
Trim: 15.75"W x 10.5"H

Fractionals

2/3 Vertical: 4.5"W x 9.5"H
1/2 Horizontal: 6.875"W x 4.625"H
1/3 Square: 4.5"W x 4.625"H
1/3 vertical: 2.125"W x 9.5"H
1/6 Vertical: 2.125"W x 4.625"H

Proof Requirements

Laser prints are not acceptable. All 4/C ads (full page or fractional): High quality digital proof required. If proof is not supplied, one will be output and billed to advertiser at prevailing rates. Color matching will not be guaranteed if advertiser waives proof fee.

Ad Corrections

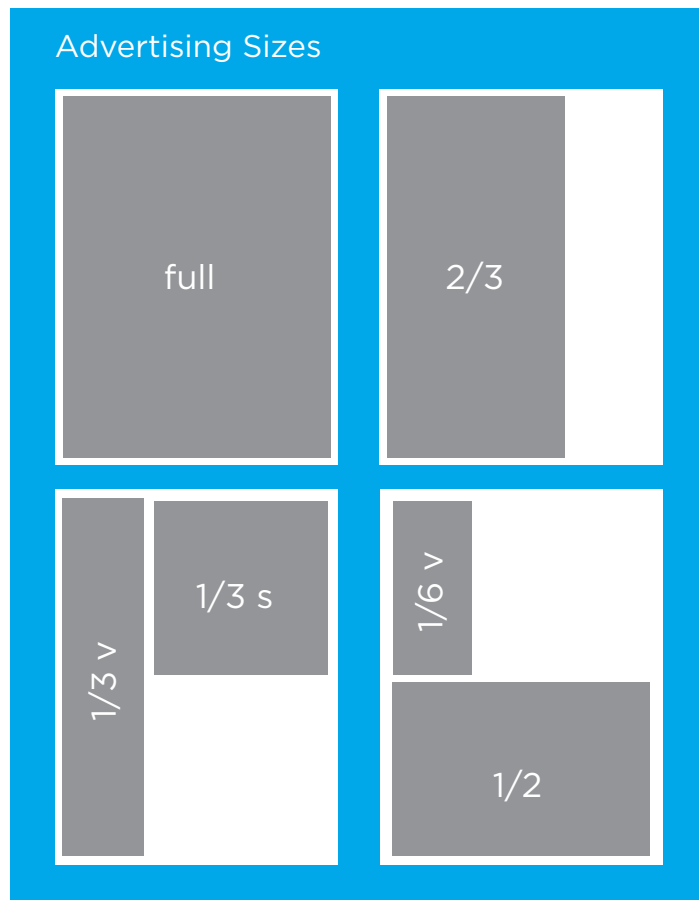
For ads supplied as native files, corrections requested prior to Material Due date will be made and billed at prevailing rates. For ads supplied as PDF/x1a files, advertiser will be responsible for supplying a corrected art file.

Contact Information

For production information or questions, please contact Stacie Holder, Production Manager at 425.467.7724, E-mail: StacieHolder@aaawa.com. No extensions will be granted without approval of the Production Manager. All ads sent must include a contact name, phone number and email address.

SEND ALL MATERIALS TO:

STACIE HOLDER
3605 132nd Avenue SE
Bellevue, WA 98004
Phone: (425) 467-7724
FAX: (425) 467-7729
E-Mail: StacieHolder@aaawa.com



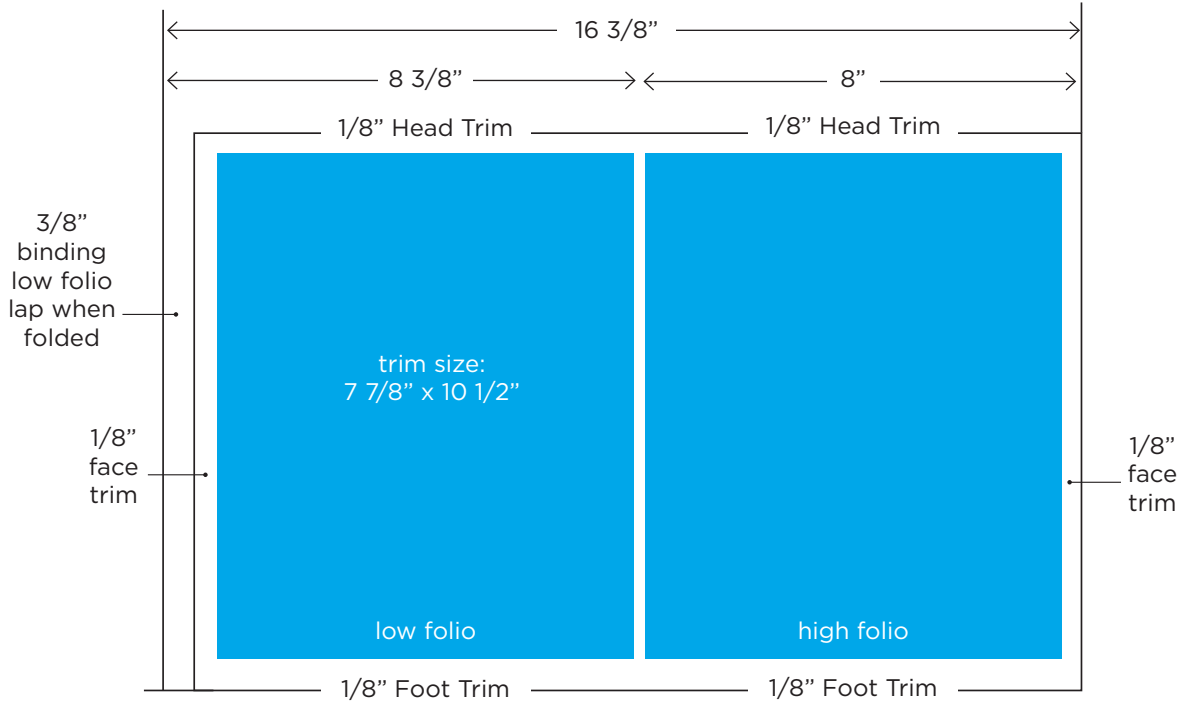
MULTIPLE PAGE INSERT

FULL PAGE SIZE:

Flat size16 3/8" (length) x 10 3/4" (height)
.....(includes 1/8" head trim, 1/8" foot trim, 1/2" face trim)

Folded size8 3/8" low (length) x 10 3/4" (height)
.....8" high (length) x 10 3/4" (height)

Supply folded with a low-folio lap.



Always call publication for deadline date for inserts to arrive at bindery, complete production specifications or to get a printing estimate.

Copy/Bleeds

Keep text 1/4" or more away from the trim. Background screens or color can bleed. Final trim size is 7 7/8" x 10 1/2". Jogs to foot, with a 1/8" foot trim.

Perforations

Perforations must be offset 1/4" from the fold.

Postal Regulations

Consult the USPS Postal Domestic Mail Manual or contact your local postmaster to conform inserts designed for mailing (i.e. a BRC) to postal specifications.

Stock

Postal regulations stipulate Business Reply Cards (BRCs) of at least .077 caliper.

PLEASE SEND SAMPLE INSERT TO:

Stacie Holder, AAA Washington, 1745 114th Ave. SE, Bellevue, Washington 98004, (425) 467-7724

Shipping Information

Ship inserts to R.R.Donnellely & Sons, attn: Greg Guitare, 19681 Pacific Gateway Drive, Torrance, CA 90502, (310) 516-3264

Cartons & Skid Identification

- 1) Job name, issue mailing
- 2) Quantity of inserts per carton and total quantity
- 3) Regional edition or version, if applicable
- 4) There can only be one version per pallet when inserts are packed loose on skids.
- 5) All shipments must contain a manifest which itemizes all product contained in the shipment.
- 6) Cartons must be brick stacked on pallets. All pallets with loose material must be plastic pallet wrapped. Pallets are not to exceed 42" x 48" with four-way entry and three 4" high runners.