



# Advertiser Desktop Checklist

## Sea Technology Magazine Display Ads

1600 Wilson Blvd., Suite 1010, Arlington, VA 22209

Phone: (703) 524-3136 • Fax: (703) 841-0852 • E-mail: seatechads@sea-technology.com

Company name: \_\_\_\_\_ Advertiser (if different): \_\_\_\_\_

Contact person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Insertion month: \_\_\_\_\_

### DIGITAL GRAPHICS REQUIREMENTS

Attach this form and laser prints of each file (the laser print must be at 100%, with crop and registration marks. Indicate color breaks and include any special instructions)

NOTE: a **PROFESSIONAL COLOR PROOF (chromaline)** is required when a color ad is submitted. We can not be held responsible for color reproduction if a color ad is not accompanied by an appropriate hard copy color proof. When a color proof is not provided, a **\$50 PRODUCTION CHARGE** will automatically be assessed to cover the cost of having a color proof made by our printer. Laser color proofs are not acceptable.

A copy of all screen and printer fonts. (Macintosh fonts only!)

Resolution of the illustration must be at least **300 dpi**. We prefer PDF files, although we will accept TIFF, EPS, or JPG files. All ad files should be flattened.

### PLATFORM AND SOFTWARE

Compass Publications can accept either Macintosh or PC-based files, provided they are created in one of the programs listed below.

Please indicate platform:  Macintosh  PC

### CHECK THE PROGRAMS APPLICABLE TO YOUR FILE

Word  Adobe InDesign  QuarkXPress 9.3

Adobe Illustrator CS5

Adobe Photoshop CS5 (If you are submitting a Photoshop file that contains a JPEG image, please be sure that under Encoding you choose the Binary option. This must be done because we operate on a Mac, not a PC, platform.)

**WE DO NOT ACCEPT FILES PREPARED IN CORELDRAW.**

### WAYS TO SUBMIT YOUR AD

- Via disk (CD or DVD)
- Via FTP (Please contact us for instructions regarding uploading your file to our FTP site)
- Via e-mail (All Internet files MUST be compressed)

**PLEASE UPLOAD YOUR FILES TO OUR FTP SITE—CALL OR E-MAIL US FOR INSTRUCTIONS**

### DOCUMENT

File Name	Program & Version	No. of Graphics
_____	_____	_____
_____	_____	_____
_____	_____	_____

### FONTS

TrueType Fonts cannot be accepted. If we don't have the font you've used, we will substitute another font. Line endings and/or line lengths may vary from provided laser prints. (Macintosh fonts only)

### ARTWORK

Please send all placed or linked artwork, and list each of the file names below. Also denote the file format; i.e., PDF, TIFF, EPS or JPG. Important: if you are using EPS files created in QuarkXpress or Freehand 3.2 or earlier, please send the original file as well as the EPS file. All scan sizes and color comments should be clearly indicated when submitting art for scanning. All files must be in CMYK mode, not RGB. Please convert all spot colors to CMYK. We will not be held responsible for extra printer charges if your color ad is not completely in CMYK mode. **If your file is composed of multiple layers, please flatten them so that the total number of layers does not exceed 5.**

File Name	Type (PDF, etc.)	Used as FPO?	No. of graphics
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

NOTE: Please include a border on fractional ads so that your ad does not "blend in" with adjacent editorial matter.

**PLEASE DO NOT INCLUDE CROP MARKS ON YOUR FILE!!**

**WHEN ALL ELSE FAILS, SEND NEGATIVES OR ORIGINAL ART (Production charges will be assessed!!)**

### MECHANICAL REQUIREMENTS

Page Unit	inches wide	inches deep	mm wide	mm deep
1 page (non bleed)	7"	10"	177	254
2/3 page	4-9/16"	10"	115	254
1/2 page (island)*	4-9/16"	7-1/2"	115	190
1/2 page (horizontal)	7"	4-7/8"	177	123
1/2 page (vertical)	3-5/16"	10"	84	254
1/3 page (square)	4-9/16"	4-7/8"	115	123
1/3 page (horiz.)	7"	3-3/16"	177	82
1/3 page (vert.)	2-3/16"	10"	55	254
1/4 page (vert.)*	3-5/16"	4-7/8"	84	123
1/4 page (horiz.)	7"	2-5/16"	177	59
1/6 page (vert.)	2-3/16"	4-7/8"	55	123

\*portrait format

Bleed Sizes:				
Single page	8-1/8"	11"	206	280
Spread, 2 negs each	8-1/8"	11"	206	280
1/2 Horiz. spread	8-1/8"	4-7/8"	206	124
2/3 page	5"	11"	127	280
Spread, gutter only	7-1/4"	10"	184	254
Trim size	7-7/8"	10-3/4"	200	273
Image area	7"	10"	177	254

[All text ("essential copy") must be within the image area.]

Printing: Offset. Dot gain is 25%.

Binding: Perfect bound.