

Magazine E-mailing Requirements

Please note: • **All eps and PDF files are to be CMYK with fonts embedded or turned into outlines**
 • **All ads should be checked to be sure spelling is correct BEFORE being sent to us**

❑ E-mail: info@kpimedia.com

Please send all attachments to our FTP site.

❑ **FTP Site:** Host: ftp.kpimedia.com
 User ID: kpimediaftp
 Password: kpimedia

To download from WEB Browsers:

Type into browser: ftp://ftp.kpimedia.com

When you place a file on our FTP site **PLEASE PHONE YOUR SALES CONSULTANT or E-MAIL US** to let us know your material is on the way.

NO TRUE TYPE FONTS: When sending fonts with ads all fonts must be post script fonts - no true type fonts.

We CAN ACCEPT the following formats.

- ❑ **QuarkXpress 8.0** Mac & PC.
All fonts and graphics must be included. Fonts must be Postscript fonts. No True Type fonts.
- ❑ **Adobe Illustrator CS3** or earlier. Mac & PC. Make sure any colours are separated using process CMYK and all fonts are outlines.
- ❑ **PDF files** All PDFs must be CMYK with fonts embedded or turned into outlines. **If using crop marks place them at least 1/4" away from the actual ad copy.** Please send all ads in this format.
- ❑ **Microsoft Word** Use this program to send text only and save simply as a text file. Do not send graphics, logos or pictures. We cannot use them.
- ❑ **EPS files** Convert type to outlines and use process CMYK for any colours. Logos should always be EPS files so they can be changed or made colour at some time.
- ❑ **TIFF and High Quality JPEG files** Must be scanned in at 300 dpi. Photos are okay as tiffs or high quality jpegs. **Do not send ads as tif files.** Use PDF format only.
- ❑ **InDesign PDFs or EPS files only** All InDesign PDFs or eps files must be CMYK high resolution files with fonts embedded or made into outlines.

Production requirements

The advertiser is responsible for providing full and clear instructions for the production of their ad. All colour should be separated CMYK.

Compression requirements

We can accept zip format or self extracting archives.

PLEASE DO NOT SEND the following formats:

- ❑ **Word Processing Programs WE CANNOT USE ANY GRAPHICS, LOGOS OR PICTURES SENT IN WORD, WORKS OR WORD PERFECT.** All such items must be sent separately as EPS or Tiff documents or mail a quality copy to us and we will scan and return it.
- ❑ **NO MICROSOFT PUBLISHER FILES** We can't use any text, graphics, logos or ads sent to us in Microsoft Publisher.
- ❑ **NO GIF FILES** Resolution is too low and the quality is much too poor. Send as an EPS, Tiff or high quality JPEG.
- ❑ **WE DO NOT USE WEBSITE PICTURES** Resolution is too low and the quality is too poor. We prefer to be sent an EPS, Tiff or JPEG or send us originals and we will scan.

To E-mail us pictures & logos:

For pictures & logos to be of useable quality they must be sent to us at **300 dpi.**

PLEASE DO NOT USE 72 dpi as that is Internet quality and will not work for a glossy magazine.

Mechanical Specs (Trim Size 8-1/4" x 10-3/4")

	Image Size Width x Depth	Bleed Size Width x Depth
Double page	15-1/4" x 9-3/4"	17" x 11-1/4"
Full page	7" x 9-13/16"	8-3/4" x 11-1/4"
2/3 pg vertical	4-9/16" x 9-1/2"	N/A
1/2 pg horizontal	7" x 4-5/8"	N/A
1/2 pg vertical	4-9/16" x 7"	N/A
1/3 pg horizontal	4-9/16" x 4-5/8"	N/A
1/3 pg vertical	2-1/4" x 9-1/2"	N/A
1/3 pg banner	7" x 3"	N/A
1/4 pg horizontal	4-9/16" x 3-1/2"	N/A
1/4 pg vertical	2-1/4" x 7"	N/A
1/4 pg banner	7" x 2-1/4"	N/A
1/6 pg horizontal	4-9/16" x 2-1/4"	N/A
1/6 pg vertical	2-1/4" x 4-5/8"	N/A
1/9 pg	2-1/4" x 3"	N/A
1/12 pg	2-1/4" x 2-1/4"	N/A
1/15 pg	2-1/4" x 1-3/4"	N/A
1/18 pg	2-1/4" x 1-1/2"	N/A