

SAN FRANCISCO DECORATOR SHOWCASE

Ad Specifications and Submission Guidelines

Dear Advertiser,

This document contains important information to help you create print compliant files for the successful delivery of your Decorator Showcase ad. Please read the instructions carefully. Additional charges will occur if your ad requires modifications by the printer or if ads have to be re-submitted for non-compliance. If you require further assistance after reading this document, we recommend to call our

“Help Line”: 415.500.8330

If you need help with the design of your Decorator Showcase ad, please call or visit:
Overseas Printing Corp. | 655 Montgomery St., Suite 1710, San Francisco, CA 94111

Ad Sizes

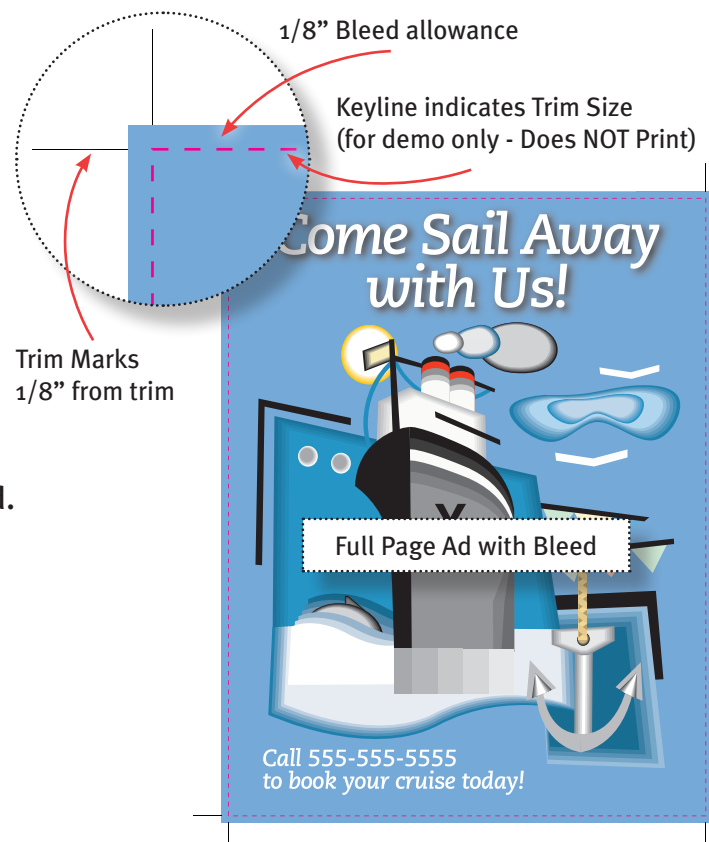
Ad Option	Trim Size Dimension	Bleed Size Dimension
Full Page	8 ³ / ₈ x 10 ³ / ₄	8 ⁵ / ₈ x 11
Double Page Spread	16 ³ / ₄ x 10 ³ / ₄	17 x 11
1/2 Page Horizontal	7 ³ / ₈ x 4 ⁷ / ₈	N/A
1/2 Page Vertical	3 ¹ / ₂ x 9 ³ / ₄	N/A
1/4 Page Vertical	3 ¹ / ₂ x 4 ⁷ / ₈	N/A

What is Bleed?

Bleed is an area that prints beyond the required page dimension. This bleed area is cut off in the book binding process when trimmed exactly to the specified page size. Full page ads and double page ads require a bleed area of 1/8” minimum all around.

Please refer to the “Bleed Size Dimension” above, when creating such ads.

Crop marks indicate the “Trim Size Dimension” and must not encroach into the bleed area.



What file formats are acceptable

PDF is the preferred format

other acceptable file formats are:

InDesign*

Quark*

Illustrator*

Photoshop*‡

* a nominal processing fee will be charged for providing non-PDF formats

‡ ensure text is kept as vector and not rasterized, see instructions link below

What file formats are NOT acceptable

Microsoft Word

Microsoft Publisher

We recommend avoiding Microsoft Office applications to create print ready ads.

Additional charges from the printer will occur if they receive ads created with these applications.

Working with images and flat colors

- Save your color images as CMYK. (No RGB acceptable)
- CMYK images should have a minimum resolution of 300ppi.
- B&W images should be saved as “Grayscale”. (No RGB acceptable)
- Maximum density of overprint color should not exceed 320%.
- Screen tints must be in CMYK. (No RGB or spot colors acceptable)
- Document trapping is not necessary.

Naming your File

It is important that your ad file contains the name of the advertiser.
For example: ArmstrongAntiques.pdf or PlusInteriors.indd

How can I create a print compliant PDF?

Instructions for Adobe InDesign, Adobe Illustrator, Adobe Photoshop and QuarkXpress

Click here → <http://pdf.hemlock.com/showcase/>

For applications other than those listed above please visit

<http://www.gwg.org/> → application settings → select your application → download settings

Press Quality Job Options or PDF/X-1a settings will produce acceptable files.

How do I send files to the printer?

- 1 - Click on the following link to upload your ad: → <https://goo.gl/em4ZeA>
- 2 - Fill in the information as prompted.
- 3 - Send (upload) your file.

Proofing your Ad

You will receive a high resolution PDF link for content confirmation approval, when you approve that, a high resolution proof of your ad will be output. You will receive email notification when your proof is ready. You can come into Overseas Printing to review it.