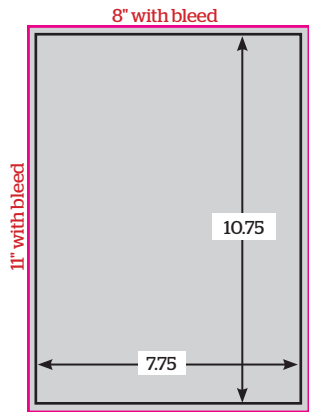


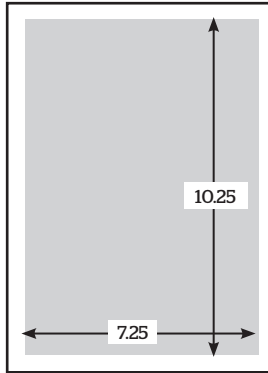
LONG THREAD MEDIA® AD SIZES



Full Page

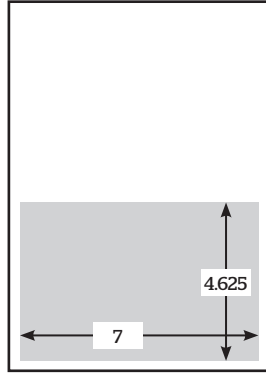
Full Bleed:

7.75" wide x 10.75" tall trim size, *plus bleed* (.125" on all sides) = **8" x 11"** total image area including bleed



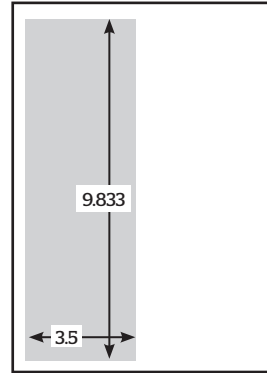
No Bleed:

7.25" wide x 10.25" tall



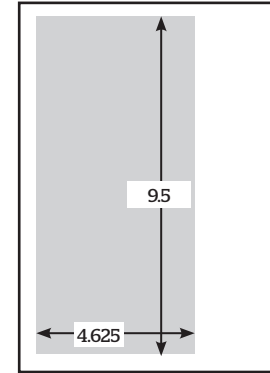
Half Page Horizontal

7" wide x 4.625" tall



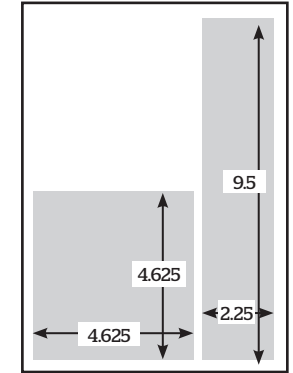
Half Page Vertical

3.375" wide x 9.5" tall



Two Thirds Vertical

4.625" wide x 9.5" tall



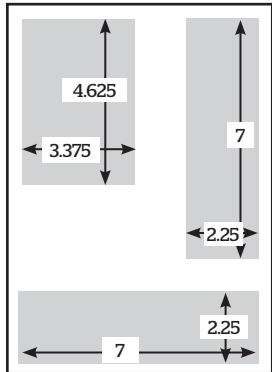
Third Page

Square:

4.625" wide x 4.625" tall

Vertical:

2.25" wide x 9.5" tall

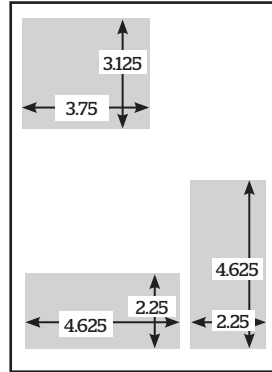


Quarter Page

Square: 3.375" wide x 4.625" tall

Horizontal: 7" wide x 2.25" tall

Vertical: 2.25" wide x 7" tall



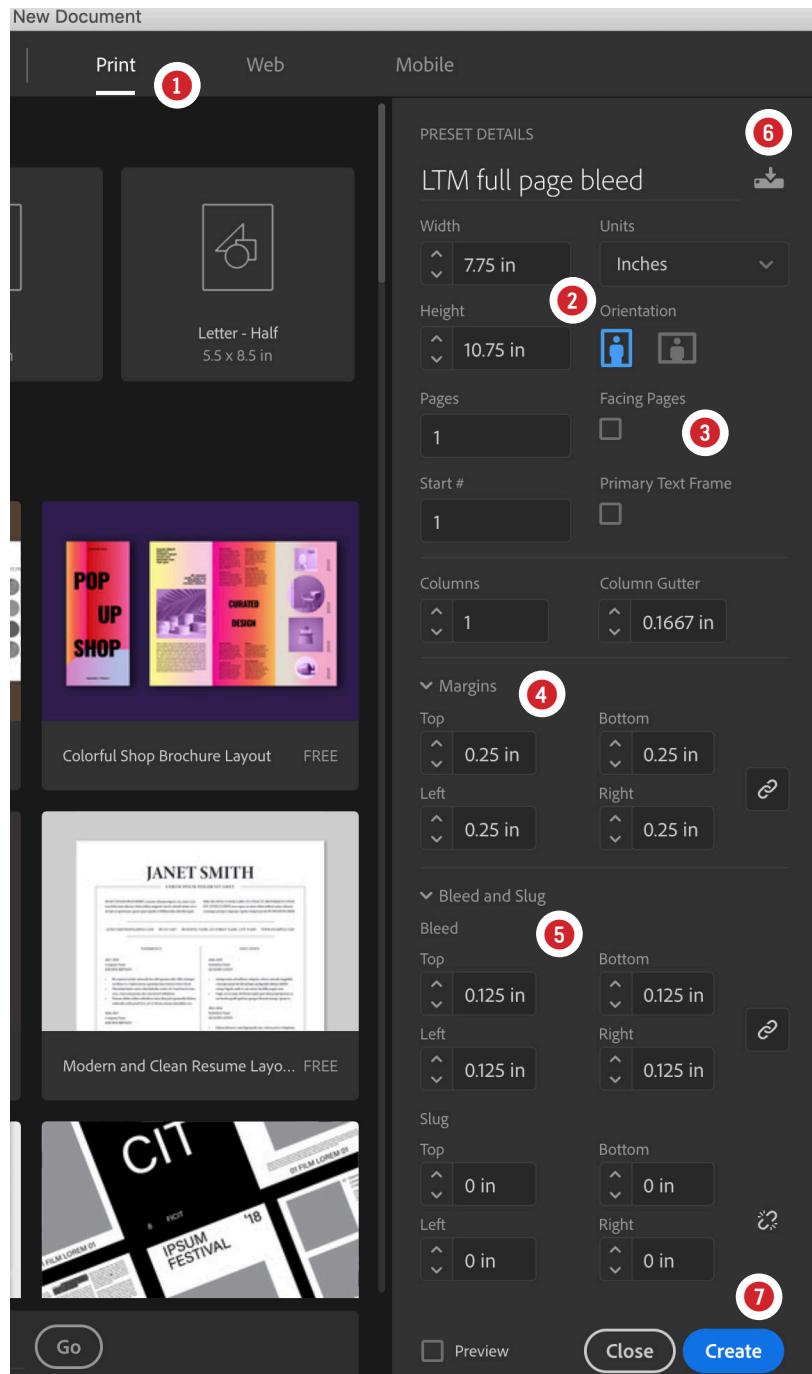
Sixth Page

Horizontal: 4.625" wide x 2.25" tall

Vertical: 2.25" wide x 4.625" tall

Square: 3.75" wide x 3.125" tall

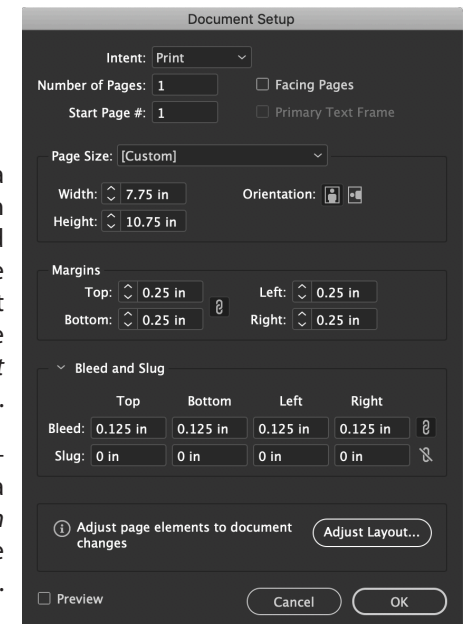
Creating LONG THREAD MEDIA® ads with Adobe Indesign



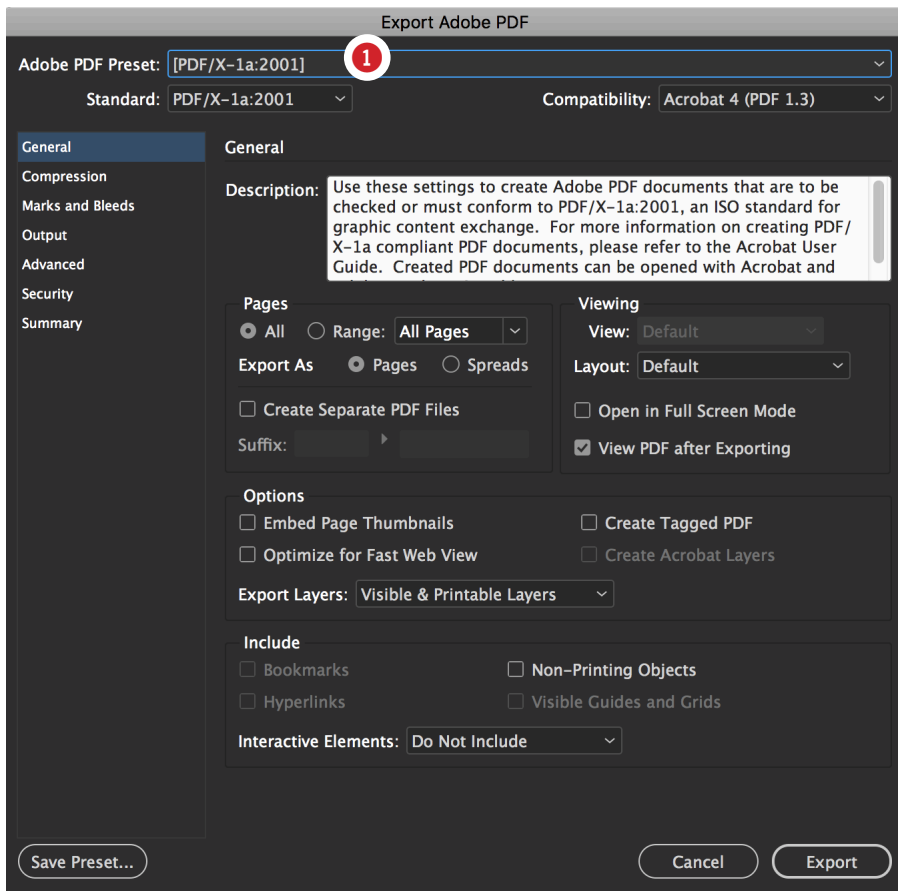
- 1 When creating a new document in Indesign select **Print** as the layout intent. This will create a document with only CMYK colors in the Swatches panel. *Do not use Spot Colors in your document. All colors must be CMYK to assure that any transparencies used (i.e. drop shadows, layers or objects with opacity set below 100%) will flatten correctly when exporting to PDF.*
- 2 Match the **Width** and **Height** to the *trim size* indicated on the AD SIZES page. (Example shown is for a full-page-bleed ad.)
- 3 Uncheck Facing Pages.
- 4 Set the **Margins** to **.25"** on all 4 sides. This will place guides on the page that show the "safety area". Make sure that you have Show Guides turned on. (on the Indesign Menu under View > Guides & Grids > Show Guides). Keep all text and logos on your page within these margins.
- 5 Set the **Bleed** to **.125"** on all 4 sides. This will place a guide box .125" around the page in your layout (by default, an orange/magenta colored box). Make sure all images extend beyond the page edges (trim) to the bleed guides. This allows for some minor inaccuracies when the printer trims the pages to final trim size.
- 6 Save a **Preset** (click the little icon at the top right), then **Name** your preset (for this example I used "LTM full page bleed") so that next time you create an ad at this size you can just select this Preset and skip all these steps.
- 7 Click **Create** to open your new document.

Older versions of Indesign will show a **Document Setup** window like this when setting up a new document instead of the one shown above. All the same specs apply. If the margins option is not showing, set the margins after you've created the new document (under Layout > Margins and Columns).

If you have an existing ad that is a different size and you need to change it to a full-page-bleed size, go to the *Indesign Menu > File > Document Setup...* and use these specs shown.



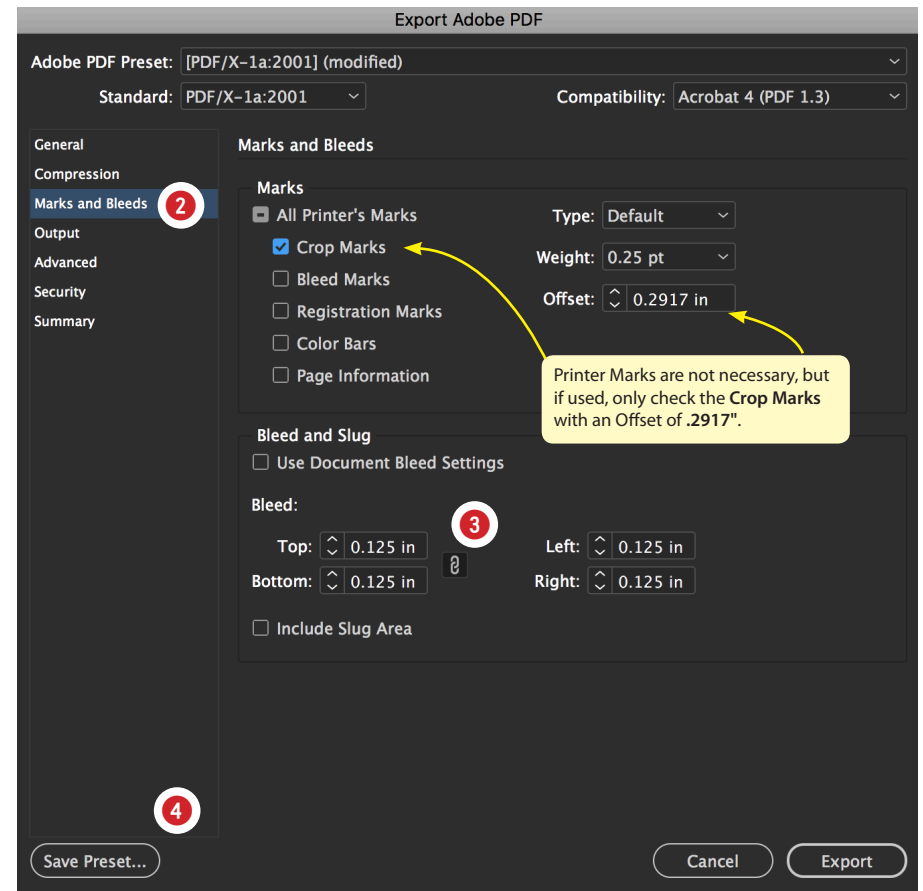
Creating high-resolution PDFs for LONG THREAD MEDIA® ads from Adobe Indesign



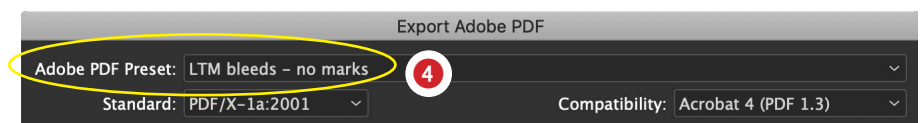
- ① When exporting to PDF use the Adobe PDF Preset named **PDF/X-1a:2001**. This is a standard industry-wide proven PDF format for most any commercial printer.

If your ad does not require bleeds, then exporting from this preset without changing any settings will produce a compliant PDF, provided you have not used Spot Colors or RGB in any drop shadows or other transparent objects or layers.

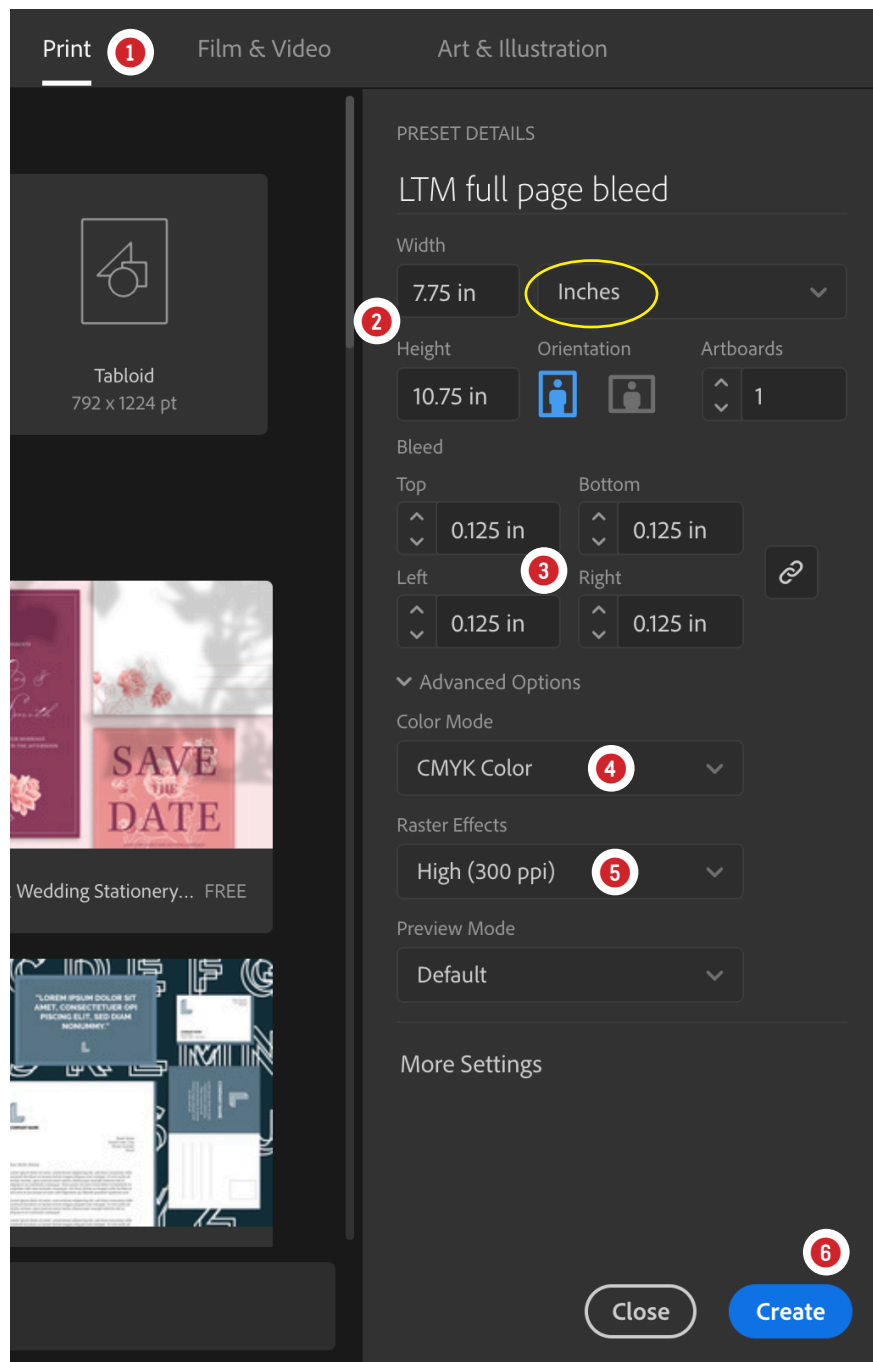
Note: Using any other Adobe presets may not flatten transparencies correctly and transparencies will be downsampled to a lower resolution that are not compliant for web offset printing and will result in a rejected file.



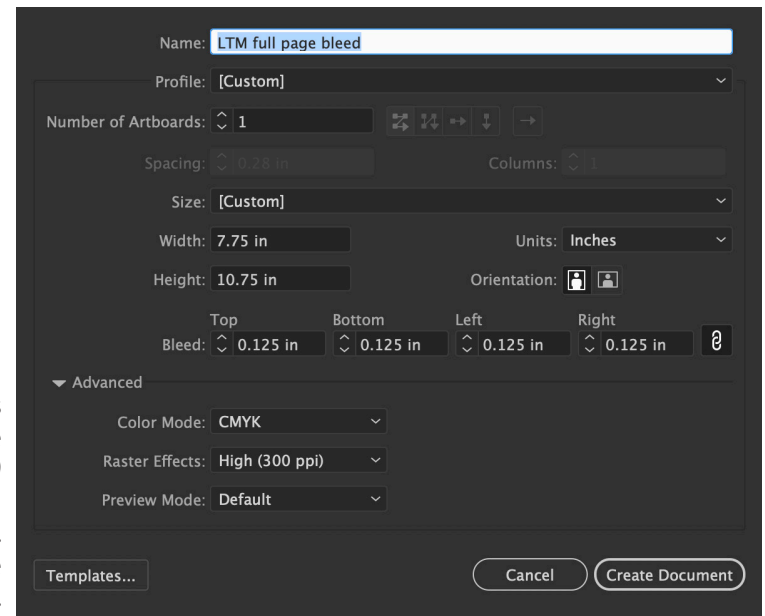
- ② If your ad requires **bleed**, select the **Marks and Bleeds** section in the left sidebar of the Export window.
- ③ Set your **Bleed** to .125" on all four sides. It's *not* necessary to include any Marks for submission, but if you wish to for preview purposes, *only* select **Crop Marks** and change Offset to **0.2917"** as shown in the example above.
- ④ **Save Preset...** and give it a descriptive name (*ex: LTM bleeds - no marks*). Next time you create an ad for Craft Beer and Brewing that has bleeds, select your saved preset.



Creating LONG THREAD MEDIA® ads with Adobe Illustrator

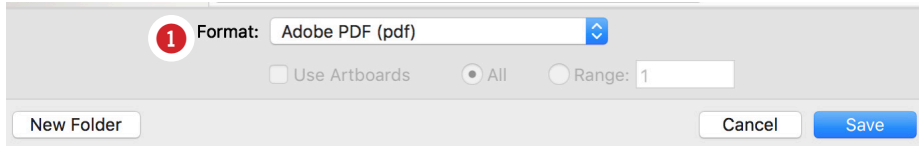


- ① When creating a new document in Illustrator select **Print** as the layout intent. This will create a document with only CMYK colors in the Swatches panel. *Do not use Spot Colors in your document. All colors must be CMYK to assure that any transparencies used (i.e. drop shadows, layers or objects with opacity set below 100%) will flatten correctly when exporting to PDF.*
- ② Match the **Width** and **Height** to the *trim* size indicated on the AD SIZES page. *(Example shown is for a full-page-bleed ad.)*
- ③ Set the **Bleed** to **.125"** on all 4 sides. This will place a guide box .125" around the Artboard in your layout (*by default, a red colored box*). Make sure all images extend beyond the Artboard edges (trim) to the bleed guides. This allows for some minor inaccuracies when the printer trims the pages to final trim size. Create margin guides that are .25" in from the trim on all four sides. Keep critical text and logos, etc. inside the margins of the layout.
- ④ Under Advanced Options, select **CMYK Color** as the Color Mode.
- ⑤ Under Raster Effects, select **High (300 ppi)**.
- ⑥ Click **Create** to open your new document. Once open you can save this Artboard layout as a template for future ads with the same settings (*File > Save as Template...*) and name it logically.

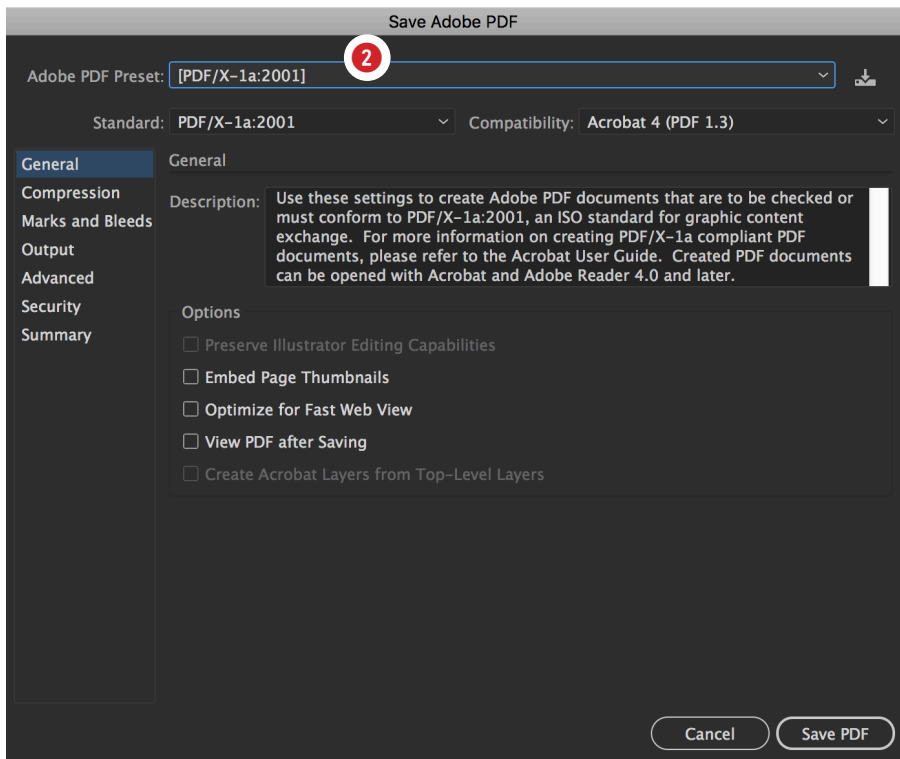


Older versions may look like this (at right) when creating a new document. All the same specs apply.

Creating high-resolution PDFs for LONG THREAD MEDIA® ads from Adobe Illustrator



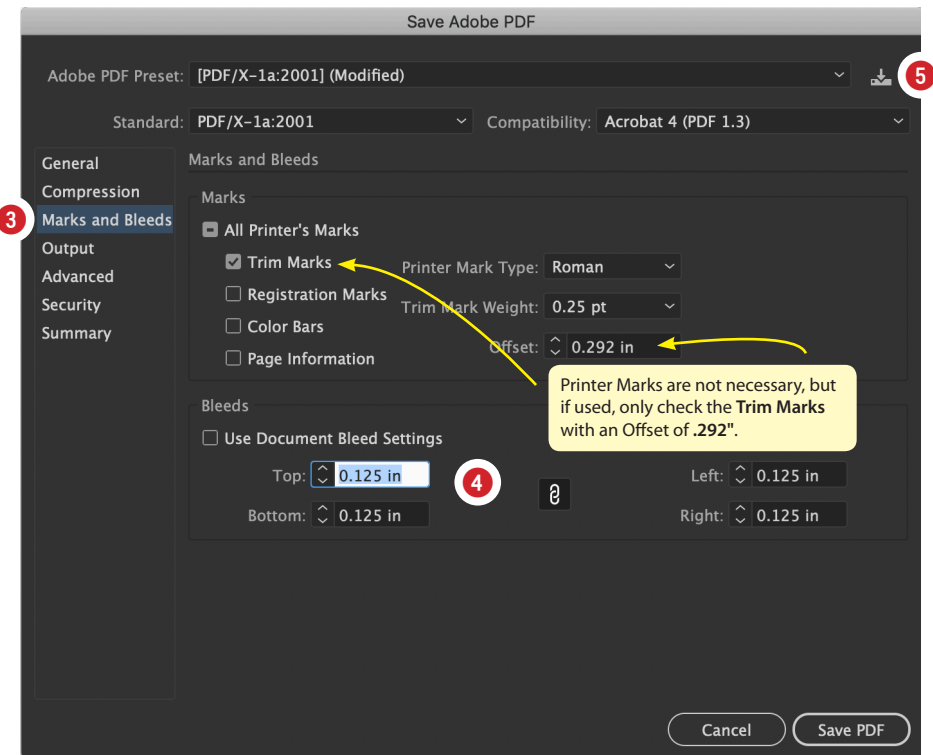
① To save a PDF from Illustrator, on the Menu select File > Save As... and in the dialog box that follows under Format choose **Adobe PDF (pdf)** and Save.



② In the Save box select the Adobe PDF Preset named **PDF/X-1a:2001**. This is a standard industry-wide proven PDF format for most any commercial printer.

If your ad does not require bleeds, then exporting from this preset without changing any settings will produce a compliant PDF, provided you have not used Spot Colors or RGB in any drop shadows or other transparent objects or layers.

Note: Using any other Adobe presets may not flatten transparencies correctly and transparencies will be downsampled to a lower resolution that are not compliant for web offset printing and will result in a rejected file.



③ If your ad requires **bleed**, select the **Marks and Bleeds** section in the left sidebar of the Export window.

④ Set your **Bleed** to .125" on all four sides. It's *not* necessary to include any Marks for submission, but if you wish to for preview purposes, *only* select **Trim Marks** and change Offset to **0.292"** as shown in the example above.

⑤ To save a preset click the icon and give it a descriptive name (*ex: LTM bleeds - no marks*). Next time you create an ad for Craft Beer and Brewing that has bleeds, select your saved preset.

