

## Live material

Book is perfect bound & trimmed 1/8" on top, bottom & outside edges. Keep live matter 1/4" from trim. Printing process: web offset

## Materials to be furnished

Digital files, in CMYK only  
Please label with advertiser name, contact name, phone number and e-mail address.

*Note: Material will not be returned*

## Media format

CD or DVD. See page 3 for instructions on e-mailing or posting to our ftp site

## Proofs

Supply hard-copy proof matching digital file at 100% size. **Audubon does not guarantee color unless proofs meeting SWOP specifications are supplied.** For full-page ads, if we do not receive a SWOP proof, Audubon will run to the standard ink density numbers on press.

For updated SWOP standards for press proofs, check [www.SWOP.org](http://www.SWOP.org)



## Issuance & closing dates

Published bimonthly, at the beginning of January, March, May, July, September & November. Insertion order due on the 1st, eight weeks preceding publication.

2012	Order close	Material due
January	11/1	11/4
March	1/3	1/6
May	3/1	3/5
July	5/2	5/4
September	7/2	7/6
November	9/4	9/7

For material extensions, ad production questions, and specs for supplied inserts, contact:

Heidi DeVos

212-979-3138, [hdevos@audubon.org](mailto:hdevos@audubon.org)

## Shipping instructions

Send insertion orders to Linette Santiago and a copy of the insertion order, production contact information and ad material to:

Heidi DeVos

Production Director  
Audubon magazine  
225 Varick St, 7th floor  
New York, NY 10014

*Note: Materials which do not conform to our specifications may incur production charges. Any changes required in furnished materials (for size alterations, typography, copy preparation, ad design, and all work done on ads ordered but not used) will be charged to the advertiser.*

## Page/Spread specifications

NOTE: Specs for fractional ads are on page 2

## Data formats

¥ Tiff/it (FP, CT, LW and HC)

Resolution:

Require LW files at 72 resolution (dpm)

Require CT files at 12 resolution (dpm)

Offset:

0,0 offset preferred

¥ PDF/X-1A

¥ PDF created in version 1.3 (Acrobat 4 compatible)

## Desktop file formats

¥ QuarkXPress up to version 8

¥ Adobe InDesign up to CS5

**InDesign or Quark files MUST be Macintosh platform: no PC-based files can be accepted**

## Desktop elements

¥ Images/scans: tiff, eps, or pdf

¥ Logos/artwork: eps or pdf

Resolution: 300 dpi or greater

¥ Fonts:

Postscript Type 1 or OpenType fonts only.

Include all fonts (screen and printer) when packaging

**Not accepted:** True Type or Multiple Master fonts; no customized fonts created by editing software; no "city" fonts (ie, Geneva, Monaco, etc)

**Partial page specifications**

**Data formats**

- ¥ PDF/X-1A
- ¥ PDF created in version 1.3 (Acrobat 4 compatible)
- ¥ Composite EPS

**Desktop file formats**

- ¥ QuarkXPress up to version 8
- ¥ Adobe InDesign up to CS5

**InDesign or Quark files must be Macintosh platform: no PC-based files can be accepted**

**Material instructions**

- ¥ Resolution of 300 dpi needed
- ¥ If native application files (such as InDesign) are provided, any extra production charges incurred to process them may be billed to the advertiser if problems occur
- ¥ Audubon will accept no liability for changes in ads as a result of the conversion process
- ¥ Color ads must be in CMYK
- ¥ No ads containing PMS/spot/match colors will be accepted without prior consent from Audubon's advertising department
- ¥ File must be accompanied by all necessary fonts and images (for photos, logos, etc)
- ¥ Include fonts used in any EPS images which are nested in the final file
- ¥ **True Type fonts are not supported**
- ¥ File should be sent with a proof of the final ad: a laser proof for B/W ads; a CMYK digital proof (Epson, Canon, etc) for 4/C ads
- ¥ Audubon cannot accept responsibility for matching lasers submitted as color proofs for 4/C ads

**Printing process: Web offset**  
**Binding: perfect bound**  
**Trim size: 8" x 10.8125"**  
**Safety of .25" is required on each edge**

**NON-BLEED ADS**

Ad size	Trim size (inches) width x height
Page	7 x 10
Spread	15.375 x 10
2/3 vertical	4.625 x 10
1/2 horizontal	7 x 4.875
1/2 digest	4.625 x 7.5
1/2 spread	15.375 x 4.875
1/3 square	4.625 x 4.875
1/3 vertical	2.25 x 10
1/6 horizontal	4.625 x 2.375
1/6 vertical	2.25 x 4.875
1/12	2.25 x 2.375
1 inch	2.25 x 1

**BLEED ADS**

Build pages to trim size. Keep live matter .25" from trim. Provide .125" bleed. Off-set crop marks by .125"

Ad size	Trim size width x height	Bleed size width x height
Page	8 x 10.813	8.25 x 11.125
Spread	16 x 10.813	16.5 x 11.125
2/3 vert	5.25 x 10.813	5.5 x 11.125
1/2 horiz	8 x 5.375	8.25 x 5.625
1/2 digest	5.25 x 8	5.5 x 8.25
1/2 spread	16 x 5.375	16.5 x 5.625
1/3 square	5.25 x 5.375	5.5 x 5.625
1/3 vert	3 x 10.8125	3.25 x 11.125

*sizes are in inches*

**Additional instructions**

- ¥ Build pages to trim size and extend bleed .125" beyond
- ¥ Use stylized fonts -- do not apply style attributes to basic fonts
- ¥ All elements must be at 100% size
- ¥ Avoid rotation of images in layout program
- ¥ Include all fonts, images/scans, logos
- ¥ Do not nest EPS files in other EPS files
- ¥ All images/scans must be in CMYK for 4/C ads
- ¥ All images/scans must be in grayscale (1/C) for B/W ads
- ¥ Four-color areas must not exceed SWOP's recommended maximum density of 300%

**Production contacts**

Ad or insert materials:  
 Heidi DeVos, Production Director  
 212-979-3138, hdevos@audubon.org

Special travel sections:  
 Susan Loreda, Marketing Director  
 212-979-3101, sloredo@audubon.org

Gear Guide, Product Showcase:  
 Anna Duffy, Marketing Associate  
 212-979-3145, aduffy@audubon.org

Insertion orders, Reader Service listings:  
 Linette Santiago, Sales Office Manager  
 212-979-3102, lsantiago@audubon.org

**Mailing/shipping address**

Audubon magazine  
 225 Varick Street  
 New York, NY 10014

**Transmission of digital files to Audubon magazine**

**E-mailing ads**

High-res PDFs which are under 12 MB can be e-mailed to hdevos@audubon.org. Files which exceed 6 MB should be transmitted via FTP. Be very careful to spell Audubon correctly! (ie, with two U's, not with two O's)

**Transmitting ads via FTP using Fetch**

FTP server address = ftp.audubon.org

Username = audmagazine1

Password = g94lkfd3 (NOTE: that is a lower-case letter L, not a number 1, in the password)

Once the file has finished posting, please send an e-mail to hdevos@audubon.org giving both the name of the advertiser and the file name

**Transmitting ads via FTP with a web browser**

In your browser's address bar, type the following: ftp://audmagazine1@finch.audubon.org

When the prompt asks for a password, enter: g94lkfd3 (NOTE: that is a lower-case letter L, not a number 1, in the password)

Drag the pdf into the browser window

Once the file has finished posting, please send an e-mail to hdevos@audubon.org giving both the name of the advertiser and the file name

If you transmit a folder containing an application file (InDesign, QuarkXPress), fonts, and images, please Stuff/Compress/Archive the folder before transmitting it