

DIGITAL & ONLINE AD SPECIFICATIONS

PDF Specifications:

We prefer to receive digital advertising files in Adobe's PDF format created from an Adobe application using the PDF/X-1a:2001 specification. Typically, PDF files are created from PostScript files utilizing Adobe Acrobat Distiller, but PDFs created directly from InDesign will work as well. We do NOT recommend exporting PDF files directly from your native operating system, Quark, or other non-Adobe applications. The results of exporting from non-Adobe applications can be unreliable and will not meet our specifications because the profiles listed below were not used in the creation process.

Creating PDFs from InDesign

From the File → Adobe PDF Presets menu, choose PDF/X-1a:2001. Then choose Export from the File menu.

Creating PDFs from Quark

First you will need to create a PostScript file from Quark and then create the PDF with Acrobat Distiller.

There are two files you should download and utilize in the creation of both your PostScript and PDF files from our FTP site:

PostScript Printer Description File

The PostScript Printer Description (PPD) file is used by Quark and the PostScript for the creation of your PostScript file. Download this file, uncompress, and then place in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3_PPD.sit
OS 9: Macintosh HD/System Folder/Extensions Folder/Printer Descriptions Folder/
OS X: Macintosh HD/Library/Printer/PPDs/Contents/Resources/en.proj/
Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/DDAPv3_PPD.zip
Windows: C:\WINNT (or WINDOWS in XP)\system32\spool\drivers\w32x86\3

Adobe Acrobat Distiller Setting File

This Adobe Acrobat Distiller job profile will automatically set up Distiller with the correct settings to create PDFs from your PostScript files. Download this file, uncompress, and then placed in the following folder for your respective operating systems:

Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.sit
OS 9: Macintosh HD/Application/Adobe Acrobat X/Distiller/Settings/*
OS X: Macintosh HD/Users/Shared/Adobe PDF X/Settings/*
Ftp://AdDrop:rainbow@Ftpfiles.sourcemedia.com/Distiller%20Settings/SourceMedia.joboptions.zip
Windows: C:\Program Files\Adobe\Acrobat X\Distillr\Settings*

* X denotes the Adobe Acrobat version. The installation location of your Adobe Acrobat may vary.

PostScript Checklist

Prior to making the PostScript file, please check your file to make sure that it meets the following SourceMedia specifications:

Check Page Size

- Page size should not be larger than the maximum allowable dimensions. Maximum single page image area is: 11" W X 17" H and maximum spread image is: 22" W X 17" H.
- All pages should be built to trim size. All bleed elements should extend 1/8" or more beyond trim size. The trim sizes for our publications are detailed in our rate card.

Check Colors Used

- Ensure all color NOT intended to separate as a spot color is defined as process color (CMYK)

Check Fonts

- Ensure that all fonts used are PostScript type 1 fonts. We do not accept TrueType or MultipleMaster fonts.

Check Images

- All images must be CMYK or Grayscale TIFF or EPS between 200 & 300 DPI.
- Do not nest EPS file into another EPS file.
- Do not embed ICC profile with images.
- Total area density should not exceed SWOP standard of 300%.

Creating PDF Ads in Acrobat Distiller:

- Create a PostScript file from your page layout application, using the DDAP PPD that you downloaded. Make sure you only output 1 page per PostScript file.
- Launch Acrobat Distiller.
- Select the SourceMedia Distiller Job Option.
- Drag your PostScript file on to the Distiller window to create your PDF file.

Proofs

All color documents must include a SWOP standard color proof. We will attempt to color-match on press, as closely as possible, to what is provided. All B/W documents must include a composite laser.

Files can be sent on CD-DVD ROM or FTP

FTP Information: (with proofs sent to the indicated address)

Set your FTP Client software to the following configuration:

FTP Site Address: ftpfiles.sourcemedia.com

User Name: AdDrop

Password: rainbow

Upload files to: /dropbox/AdMaterials

When files are uploaded, please notify Production Department.

Send files with proofs to: SourceMedia/Publication Name • One State Street Plaza, 27th Floor • New York, NY 10004 • Attn: ASR: Trafficking

ONLINE AD SPECIFICATIONS

SourceMedia uses DART for Publishers to serve ads to its websites. DART for Advertisers clients are encouraged to send Internal Redirects to expedite the ad traffic process.

Accepted Banner Formats:

- Static GIF
- Animated GIF
- JPEG
- Flash (see instructions below)
- SourceMedia also accepts redirects from a variety of DART approved third-party Rich Media Agencies such as Atlas, Mediaplex, Point Roll, EyeBlaster, etc.
- All files must be 30K or less.
- Please note for e-newsletters we cannot serve any rich media redirect tags, 1x1 tracking pixels, or Flash files.

Adobe Flash: (We support up to Flash version 9)

Please include the following:

- Compressed Flash file (*.swf)
- A backup GIF or JPEG image file

Compiling your *.fla file into a *.swf file.

1. Create the Flash ad in the form of a button.
In the button object Action (TOP LAYER):
 - Use clickTag command as part of the getURL and check the URL Expression box.
The clickTag variable means that you do not need to hard code a click through URL or click command into the .swf file. The clickTag variable is given a value in the Rich Media code in DART, which is passed into the clickTag variable in the .swf file once the ad is clicked on.
 - Set the target Window as blank. Do not check the Window Expression box.
 - Set the Variables as "Don't Send."

2. Use a single click-through URL for your campaign.
Button Object Action getURL example:
on (release) {
getURL (_level0.clickTag, "_blank");
}
3. All files should begin with the same file name and may not exceed 12 characters excluding the extension name. (for example, abc468x60 fla, abc.468x60.swf, and abc468x60.gif)
4. In order to preview the background color of your .swf file in DART for Publishers, ensure it is not set in Flash. Instead, set the bottom/last layer to have a graphic that spans the complete movie, so no matter what the background color is set to, the user will always see the background color.

Note: When submitting a Macromedia Flash banner(s), you must supply a compiled .swf file and a standard GIF or JPEG image file used as backup for non-Rich Media enabled browsers. Please Include the URL for each ad campaign.

Submission Information

One-pixel border: SourceMedia highly recommends inserting a one-pixel border around the ads that have a white background so the user may be able distinguish it from white background areas of the site.

Referring URL/link and Tracking: SourceMedia will not schedule any campaigns with inactive referring URL/link (destination page/site) or 1x1 tracking pixels.

Email or FTP Information: Send materials and files using the following FTP. Please use the name of the folder or the subject line of the email to specify the name of the product where your ad will run. Email to your online ad traffic coordinator at firstname.last@sourcemedia.com.

FTP Site Address: ftpfiles.sourcemedia.com

Username: aduser

Password: fulcrum29