

Page Unit	Non-Bleed	Bleed
Spread (two facing pages)	15" x 10"	16 ½" x 11 ½"
Full page	7" x 10"	8 ⅜" x 11 ½"
½ page (horizontal)	7" x 4 ¾"	8 ⅜" x 5 ½"
½ page (vertical)	3 ¼" x 10"	4 ¼" x 11 ½"
¼ page	3 ¼" x 4 ¾"	N/A

TRIM

<i>EyeNet</i> Trim Size (Page):	8 ⅛" x 10 ⅞"
<i>EyeNet</i> Trim Size (Spread):	16 ¼" x 10 ⅞"
Live Matter:	Bleed sizes include 1/8" trim from outside, bottom, top and gutter. Keep live matter 1/2" from trim size of page.



**EYENET
ADVERTISING
MATERIALS**

Business Manager
EyeNet Magazine
655 Beach Street
San Francisco, CA 94109
Tel. 415.447.0325
mmott@aao.org

Production Specifications

Paper Stock
Inside Pages: 80 lb. text
Cover: 80 lb. cover with varnish

Binding

Perfect Bound

Digital Ad Requirements

File Formats
High-resolution PDF is the preferred file format.
These files (PDF/X-1a:2001) should be created using Adobe Acrobat Distiller 4.05 or greater with all graphics and fonts embedded. All trim and registrations marks must appear outside the bleed area. Scanned images must be saved as high resolution (266 dpi) in TIFF or EPS format. For help creating high-resolution PDFs, please consult the following resources:

For InDesign: www.unitedlitho.com/indesign.htm
For Quark 7: www.unitedlitho.com/quark7.htm
For Quark 6: www.unitedlitho.com/quark6.htm

TIFF and EPS files created with Illustrator or Photoshop are also acceptable. Supply both printer and screen fonts, including fonts embedded in art files. If submitting a Quark Xpress document (version 4.1 or greater) or InDesign document (CS2 or greater), you must supply all fonts and art files. Line art should be scanned at 266 dpi. Four-color images (TIFF or EPS) should be scanned at 266 dpi and converted to CMYK.

Send the following on Macintosh-compatible CD-ROM or DVD:

- Ad file (high-resolution PDF or native files).
- Any support files that are incorporated in the ad (e.g., logo file, images).
- Screen and printer fonts. Fonts must still be included even if the ad is saved as an EPS file.

Reproduction Requirements

In order to ensure reproduction accuracy, color ads must be accompanied by Cromalin, Match-print or other color proof prepared according to SWOP standards.

The Academy is not responsible for and reserves the right to reject materials that do not comply with mechanical requirements.

Insert Requirements

Average run is 24,000. Contact M.J. Mrvica Associates for further details.