

# MECHANICAL SPECIFICATIONS (Updated January 2007)

LAPIDARY JOURNAL

colored stone

STEP by STEP  
**Beads**

STEP by STEP  
**Wire** Jewelry

**TUCSON**  
SHOW GUIDE

## Formats and Applications:

- Applications (cross-platform) we accept:
  - We highly recommend that all advertisers send **FLATTENED Tif or PDF files with their next scheduled issue.** ALL Tif and PDF files should follow the specifications. **PDF files must be created from DISTILLED POSTSCRIPT files.**
- Quark XPress 6.5 (please use .qxd tag)
- Adobe Photoshop 8.0 CS
- Adobe Illustrator 10.0 CS
- Files created in *other* programs must be saved as **FLATTENED TIF** or PDF
- We **CANNOT** accept Adobe Pagemaker (open application) files, Microsoft applications, or images from the internet

## Specifics:

- **Resolution:** 300 d.p.i. or higher; Illustrator files should be 800 d.p.i. • **Line Screen:** 150 l.p.i.
- **Colors:** CMYK
- **Acceptable Disks:** Zip or CD (burned for Mac)
- **Fonts:** Mac fonts should be included on CD or in emailed files. In Illustrator files, all text should be converted to **OUTLINES**. PC fonts do not work on MacIntosh systems.
- Any files that **DO NOT** follow these specifications are subject to additional production charges.

## Include on disk:

- 1) Advertisement file. If ad is created on a PC platform, please include program extension tag at end of file name.
  - 2) All support files; such as photos, artwork, and fonts
- Please label disk with advertising company name and issue
- **A hard copy of the ad must be included in your package.** Without hard copy, accuracy of ad and color matching cannot be guaranteed.

## Mailing address:

Lapidary Journal/Colored Stone/StepByStep Beads  
Attn: Ad Production  
300 Chesterfield Pkwy, Suite 100  
Malvern, PA 19355

## Instructions on E-mailing an ad:

- Collect the open-application document and all support files into one folder. Use a compression tool such as Stuff It Deluxe or Zip It to compress your folder.
- E-mail the file to [dglomb@interweave.com](mailto:dglomb@interweave.com). CC your sales rep. Include the issue name in the subject line.  
Please mail a hard copy to the above address.
- If you have any questions or concerns about how to format or save your files, you can contact the ad designer at [dglomb@interweave.com](mailto:dglomb@interweave.com) or call 610.232.5713.

## FTP Instructions:

Files may be uploaded to the FTP site with the following settings (all in lower case)

Address: [ftp.interweave.com](ftp://ftp.interweave.com)

Login: visitor

Password: visitor32

Directory: advertising

## Ad Sizes: (All dimensions are width x height in inches)

**2-Page Spread with Bleed:** Set up TWO SEPARATE ad files at regular Full Page spec size (see below). Label left and right page.

### FULL PAGE Ad Specs: 7 7/8 x 10 7/8

(add a bleed of .25 to each outside edge of a full page ad - 8.375 x 11.375)

**2/3 Page:** 4 1/2 x 10

**1/3 Page:** (square): 4 1/2 x 4 7/8

**1/6 Page:** (horizontal): 4 1/2 x 2 3/8

**1/2 Page:** (isle): 4 1/2 x 7 3/8

(vertical): 2 1/8 x 10

(vertical): 2 1/8 x 4 7/8

(vertical): 3 3/8 x 10

**1/4 Page:** 3 3/8 x 4 7/8

**1/12 Page:** 2 1/8 x 2 3/8

(horizontal): 7 x 4 7/8

**One Inch Ad:** 2 1/8 x 1