SHOOT.

print ad material specs

SHOOT Magazine print display advertisements MUST be submitted in Adobe PDF PDF/X-1A format. (In certain situations EPS and TIF file format acceptable - contact SHOOT Production Department in advance of building ad). For SHOOT's specifications on preparing files for PDF output, please refer to our PDF Specifications below.

Materials are due one week (10) days prior to issue date.

Submit Ads to: ads@shootonline.com
with cc to rgriefer@shootonline.com

Contact ads@shootonline.com with production-related questions. **Note:** Mac users may need 3rd party ftp upload prgram such as **Fetch (free)** You may also e-mail PDF files to: ads@shootonline.com .

File Naming: PLEASE IDENTIFY THE AD in the subject of the e-mail as follows: advertiser name_issue date_year_SHOOT.pdf (i.e. ABC Co._Jan_18_SHOOT.pdf). Notify production dept. by phone or email prior to ad transmission and any file sent via SHOOT's Ad Upload page or e-mail that is NOT PDF notify production dept. by phone or email prior to ad transmission.

Crop Marks: Non-Bleed Ads: Include crop marks only. Bleed Ads: include bleed marks only (no need for crop marks unless placed outside bleed area).

Color: Files, and all embedded files, should be CMYK not RGB. No color management should be turned on. Black & White ads should be Greyscale.

Art files: vector EPS and high resolution CMYK or grayscale TIFF or EPS images. Continuous-tone type images should have resolution of 300 ppi. Single-bit images should have minimum resolution of 600ppi and an optimum resolution of 1200 ppi. Type 1 fonts recommended. When saving image files DO NOT embed any color profiles.

Output Resolution: 2540 dpi   **OPI Settings:** Omit or Turn Off

Recommended Postscript Printer Description (PPD): Adobe Postscript Print Drivers (can be simply downloaded per instructions and links below) .

Storage: Ads running in SHOOT will remain on file one year.

IMPORTANT - We DO NOT ACCEPT native files. If creating PDF file from these programs is a problem call SHOOT production dept. at (203) 227-1699 ext. 12. DO NOT USE PDFWriter TO CREATE YOUR PDF FILE for print.

Adobe Acrobat PDF Files
PostScript Printer Description File
PDF files must be Distilled from PostScript files generated with the PPD that is available for download, with install instructions, at Adobe here:

For Macintosh or For Windows PC

Adobe Illustrator or or PDF Files
• Files should be set for high resolution output. Files will be output to a device resolution of 2540 dpi.
• Select all text and "Create Outlines" in Illustrator.
• Be sure that the colors are specified properly in your files. Colors meant to print CMYK should not be set to "spot". Make sure that colors are set to CMYK rather than RGB. Delete any unused colors from the color palette.
• Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.

All advertisements to be submitted in Adobe PDF file format:

Adobe PDF PDF/X-1A

Note: In certain situations EPS and TIF file format acceptable, please contact SHOOT Production Department in advance of building ad.

PUBLICATION TRIM SIZE: 9" X 10.875"

Paper: Printed web offset on 50lb #4 stock.   **Printing:** Heat-set web offset

Ad Material Document Sizes	Non-Bleed & Live Area (width x height)	Bleed (width x height)	Live Area Positioning Inside Bleed
Spread (full page)	17.5 x 10.375"	18.5 x 11.125"	Centered
1/2 Page Spread	17.5 x 5.875"	18.5 x 5.187"	Top Centered
Full Page	8.5 x 10.375"	9.25 x 11.125"	Centered
3/4 Page	6.334 x 10.375"	6.71 x 11.125"	Left or Right Centered
2/3 Page	8.5 x 7.25"	9.25 x 7.625"	Top Centered
1/2 Page Square	6.33 x 6.96"	6.705 x 7.335"	Top Left or Right Centered
1/2 Page Vertical	4.167 in x 10.375"	4.543 x 11.125"	Left or Right Centered
1/2 Page Horizontal	8.5 x 5.187"	9.25 x 5.5635"	Top Centered
1/3 Page	8.5 x 3.625"	9.25 x 4"	Top Centered
1/4 Page Horizontal	8.5 x 2.5"	9.25 x 2.875"	Top Centered
1/4 Page Square	4.167 x 5.187"	Not Available	Centered
1/4 Page Vertical	2 x 10.375"	2.375 x 11.125"	Centered
Front Page Ad	4.75 x 1.75"	5.125 x 2.125"	Top Centered
3/4 Front Page Ad	8.5 x 8.5"	9.25 x 8.625"	Top Centered
2/3 Front Page	8 x 10.375"	8.375 x 11.125"	Top Centered

SHOOT. AD PAGE SETUP

Full Page Spread

Live Area: 17.5 x 10.375″
Bleed: 18.5 x 11.125″

Positioning: Centered

Half Page Spread

Live Area: 17.5 x 5.187″
Bleed: 18.5 x 5.875″
Positioning: Top Centered

Full Page

Live Area: 8.5 x 10.375″
Bleed: 9.25 x 11.125″

Live Area: Centered

3/4 Page (right-handpage)

Live Area: 6.334 x 10.375"
Bleed: 6.71 x 11.125″

Live Area: Left Centered

3/4 Page (left-hand page)

Live Area: 6.334 x 10.375"
Bleed: 6.71 x 11.125″

Live Area: Right Centered

2/3 Page
Live Area: 8.5 x 7.25″
Bleed: 9.25 x 7.625"
Positioning:TopCentered

Half Page Vertical (left side)

Live Area: 4.167x10.375″

Bleed: 4.543x11.125″
Live area: RightCentered

Half Page Horizontal
Live Area: 8.5 x 5.187″
Bleed: 9.25 x 5.5635"
Live area: Top Centered

Half Page Square (right page)
Live Area: 6.33 x 6.96"
Bleed: 6.705 x 7.335″
LiveareaLeftTopCentered

Half Page Vertical (right side)

Live Area: 4.167x10.375″

Bleed: 4.543x11.125″
Live area: Left Centered

1/3 Page
Live Area: 8.5 x 3.625″
Bleed: 9.25 x 4"
Positioning:TopCentered

1/4 Page Vertical (left)
Live Area: 2 x 10.375"
Bleed: 2.375 x 11.125″
Livearea:RightCentered

1/4 Page Vertical (right)
Live Area: 2 x 10.375"
Bleed: 2.375 x 11.125″
Livearea:leftCentered

1/4 Square
Live Area: 4.167 x 5.187"
Bleed: Not Available

1/4 Page Horizontal
Live Area: 8.5 x 2.5″
Bleed: 9.25 x 2.875"

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3/4 Front Page

Live Area: 8.5 x 8.5"
Bleed: 9.25 x 8.625"
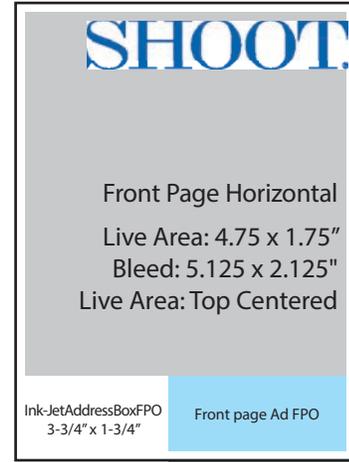Live Area: Top Centered

Ink-JetAddressBoxFPO
3-3/4" x 1-3/4"

2/3 Front Page Ad Setup Specs

Logos provided by SHOOT production department.
Trim: 9" x 8"
Bleed: 9.25" x 8.375"
Live Area Position Top Center

Please allow white space for inkjet box 3-3/4" W x 1-3/4" H.

"ADVERTISEMENT" will be placed under the folio in 9pt. CAPS.

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Front Page Horizontal

Live Area: 4.75 x 1.75"
Bleed: 5.125 x 2.125"
Live Area: Top Centered

Ink-JetAddressBoxFPO
3-3/4" x 1-3/4"

Front page Ad FPO

SHOOT Magazine Specifications for Offset Printing

1. Screen – 133- 150 lines per inch (lpi) acceptable.

2. Density of Tone for 4-color Offset Printing – The sum percentages of tone value should not exceed 300% Total Area Coverage (TAC) and no more than one solid should be used. The maximum screen tone value for any color should be 85%. A required value over 85% should be made solid. Highlights with values less than 2% should be avoided. Full color should be made with the least amount of over-printing possible to avoid excessive mixing of colors.

3. Density of Tone for B/W Halftones – For good reproduction of halftones on web equipment on coated paper, the darkest area or shadow should be 90-92% and never exceed 95%. Any value over 95% may print solid. The lightest area or highlight (other than spectral highlights) should be 4% maximum and 2% minimum. Spectral highlights (light shining off chrome, etc.) should be 0%.

4. Ink Hues – For optimum quality printing the hues of inks used on progressive proofs should match those used by SHOOT. Inks and/or color bars will be furnished upon request. Our inks and hues match the Standard Offset Color References.

5. Reverse Lettering – Reproduce all reverse lettering in a minimum of colors, using key color for shape of letters and making lettering in subordinate colors slightly larger than key color to reduce register problems. Small letters with fine serifs are not practical and should be avoided. Nothing smaller than 10-point type should be used for reverse lettering when printing full color.

6. Solid Lettering – Nothing smaller than 6 point type should be used for lettering with 100% color break(s). Thin and medium or small lettering should be restricted to one color.

7. Screened Lettering – Nothing smaller than 10 point type should be used for all screened lettering. Jobs printing with screened lettering should limit the use of colored tints. Failure to do so may result in registration problems on press. Even some fonts larger than 10 point could be negatively affected if they are created with fine serifs or thin lettering. If you have any questions about which fonts to use, contact SHOOT Production Department.

8. Surprinting – Recommend use a tint of not more than 30% density for the background where type is surprinted.

9. Chokes and Spreads – 0.007" overlap (one row of dots) should be allowed where different colors abutt.

10. Inking – Four-color rotation is black, cyan, magenta, and yellow with the following dry inking levels: yellow 1.00, magenta 1.40, cyan 1.30 and black 1.60. These readings are based on current SWOP® Color Reference using status T densitometry.

11. Spread Ad Read Across Materials – Supplying to SHOOT a written list of all pages that will be affected by images or text reading across to another page. This information must be identified and provided prior to releasing the material to SHOOT to avoid time delays and possible rework.

12. Printing Spreads Across Different Paper Stocks – Be advised that when two or more types of paper are used within the same publication, different rates of paper growth may occur after the heatset printing process. This phenomenon will affect two-page ads if the spread prints across the different stocks.

13. Fine Rules – All rules created in any type of graphic design or editing application must be created at a minimum thickness of .216 points. Rules not meeting this minimum requirement will be missing from the final printed product in whole or in part.

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