

CIGAR

M A G A Z I N E

MECHANICAL REQUIREMENTS

Platform

Macintosh only

Ad Size

Full page ads only. Text restricted to live area.
Full page dimensions: 7 1/2" wide by
10 5/16" deep (7.5" x 10.3125")

Spread trim size: 10.8125" x 16"
Spread size w/bleed: 11.0625" x 16.25"

File Formats

PDF, EPS, or TIFF preferred.

InDesign and Quark XPress files must include all fonts and placed images. Images stylized within InDesign or Quark XPress cannot be reproduced; all images must be stylized in Photoshop or Illustrator and then placed in the page-layout file.

Illustrator and Freehand EPS files must include linked files. All type must be converted to outlines.

Photoshop EPS or TIFF files are acceptable. Images must be 300 dpi (TIFFs containing text must be 900 dpi).

JPG files will not be accepted.

PDF files (Acrobat 4.0 or later) are preferred, CMYK only. fifth colors must be left UNCHANGED and must be designated in the page layout file.

Fonts

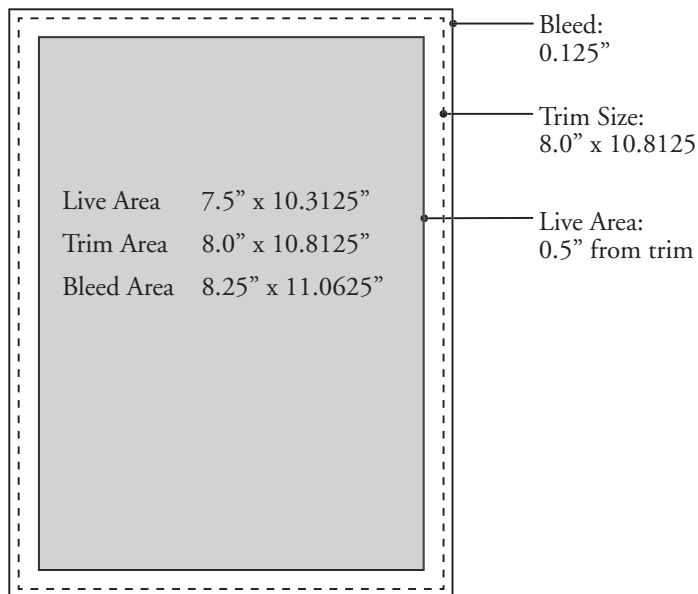
Postscript fonts only; provide both printer and screen fonts. Fonts stylized in Quark or InDesign cannot be reproduced correctly. For example: If Helvetica Bold is to be shown, the "Helvetica Bold" font must be used, not "Helvetica" with "Bold" selected from the fonts drop-down menu.

Images

CMYK or B&W format only; no RGB, JPG, LAB, or INDEX color images. No JPG compression in EPS images. Fonts used in the image must be converted to outlines.

Color

CMYK only. Pantone or Spot colors must be converted to process; unless a fifth color has been requested.



Proofs

Color proofs required for all color ads (tear sheets from a previous printing are acceptable). Black and white laser proofs are acceptable for black and white ads. Ads received without proofs will result in proofing fee of \$100.

Transmission of files and proofs

Send CD-ROM's to the address below. Files under 10 MB may be transmitted via e-mail (Stuffit files preferred). Contact Production prior to submission of files larger than 10 MB via email.

Corrections

\$175 fee for in-house corrections.

Caveats

The publisher is not responsible for errors due to improper file preparation or color shifts (due to differences between file and proof). Ads submitted without color proofs will require a proof to be pulled at the client's expense.

CONTACT

Richard A. Johnson, Production Manager
Cigar Magazine, Inc.
P.O. Box 327, Whippany, NJ 07981

Tel: 973.581.7047 Fax: 973.884.4163