

# PRODUCTION INFORMATION

## PRINTING

Web offset. SWOP standards apply.

## BINDING

Perfect bound.

## PDFS (PREFERRED FORMAT)

Must be CMYK, 300 dpi with fonts embedded and print optimized. PDFs sent in any format other than stated are NOT ACCEPTABLE and will need to be resubmitted in the correct format and will be subject to late charges.

## ACCEPTABLE PROGRAMS

Macintosh-based programs only:

Adobe InDesign, Photoshop, Illustrator.

## FTP GUIDELINES

Please use your web browser to access our File Transfer server:

- For Macintosh we recommend using a current version of Firefox (OS 10.4 or newer).
- For Windows we recommend either Internet Explorer or a current version of Firefox.

The user name is: launchpad and the password is: 66trUllima

The URL is <https://76.79.242.58> (please note the 's' in <https://...>)

You will see a warning message that the browser is not able to verify the certificate. This is normal, please click OK to continue. You will see a similar, second warning concerning the certificate. Click OK to continue.

Enter user name launchpad and the password 66trUllima and click the Login button.

You are now connected to our File Transfer server and ready to upload/download your documents.

PLEASE MAKE SURE YOU PLACE THE FILE IN THE ADS ONLY FOLDER.

Please click on the provided buttons to upload, download, delete or rename your documents.

PLEASE E-MAIL THE FILE NAME WHEN YOU ARE FINISHED.

## DISKS

Multiplatform CD or DVD disk must be submitted with the following:

- Completed Disk Output Request Form (enclosed).
- Color proof or laser with instructions and color percentages.
- Printout of all items on disk.
- Disk must include all images, TIFFs, fonts, EPS files and InDesign documents.

## PROOFS

- All ad submissions must be accompanied by a proof.
- For four-color ads, provide color Fuji print, Rainbow or equivalent according to SWOP standards, processed on publication-grade stock.
- Color rotation is black, cyan, magenta, yellow.
- Proper color reproduction is not guaranteed without acceptable color proof.

## INSERTS

Standard, multifold and die-cut inserts accepted.

- Contact production director for specifications at least three weeks prior to space closing date in order to determine exact production requirements and costs.
- Inserts must meet all applicable postal requirements.

## APPLICABLE PRODUCTION CHARGES

**\$40/hour with \$40 minimum charge**

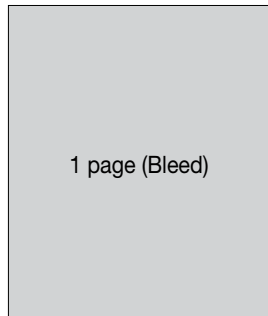
- Computer design, production or typesetting.
- Resizing of ad to meet required specifications.
- Copy additions or deletions.
- Late charges will be applied for materials received past copy due date.

## MAILING INSTRUCTIONS

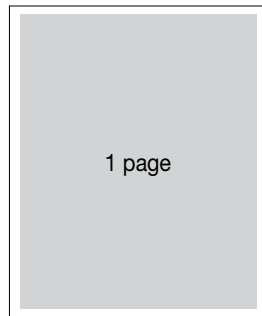
Send all contracts, insertion orders, copy corrections, disks or other material pertaining to advertisements to:

Launchpad Production Department  
7628 Densmore Ave. Van Nuys, CA 91406-2042  
Ph: 800.442.5667 Fax: 818.782.7450

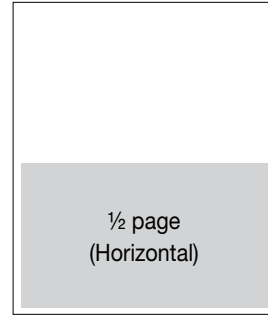
# STANDARD AD SIZES AND DIMENSIONS



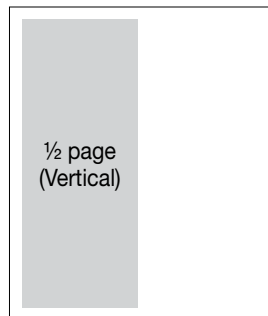
Bleed Size  $8\frac{7}{8}$ " x 11"  
Trim Size  $8\frac{5}{8}$ " x  $10\frac{3}{4}$ "  
Live Area  $7\frac{5}{8}$ " x 10"



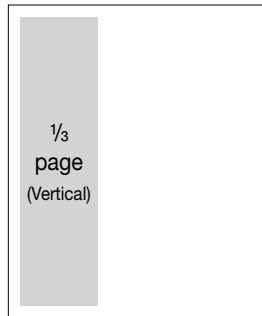
$7\frac{5}{8}$ " x 10"



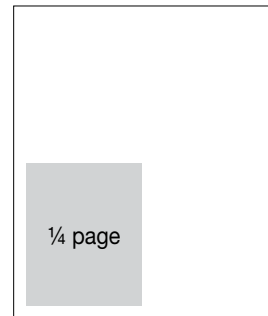
$7\frac{5}{8}$ " x  $4\frac{5}{8}$ "



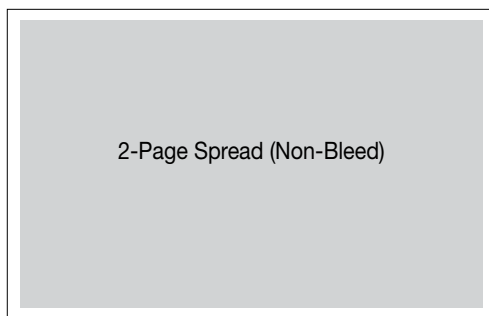
$3\frac{5}{8}$ " x 10"



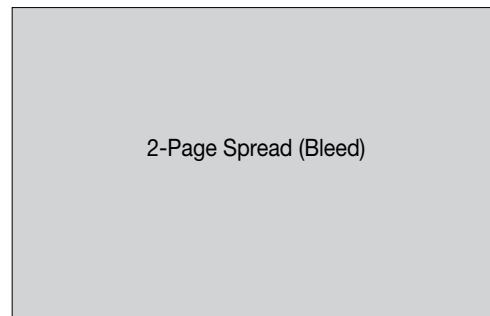
$2\frac{3}{8}$ " x 10"



$3\frac{5}{8}$ " x  $4\frac{5}{8}$ "



$16\frac{1}{4}$ " x 10"



Bleed Size  $17\frac{1}{2}$ " x 11"  
Trim Size  $17\frac{1}{4}$ " x  $10\frac{3}{4}$ "  
Live Area  $16\frac{1}{4}$ " x 10"