

# SmartSource Magazine®

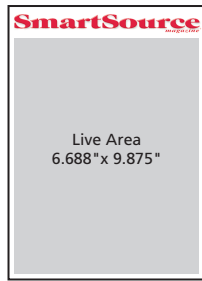
Effective Issue  
1-6-13



## SmartSource Magazine®

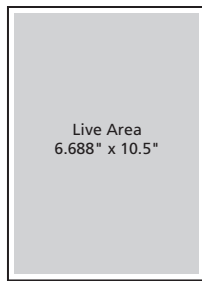
### Front Cover

- Live Area: 6.688" x 9.875"
- Entire bottom or bottom-right coupons only.



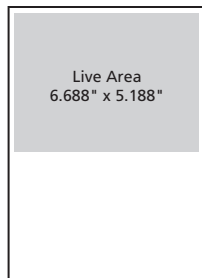
### Full Page & Back Cover

- Live Area: 6.688" x 10.5"



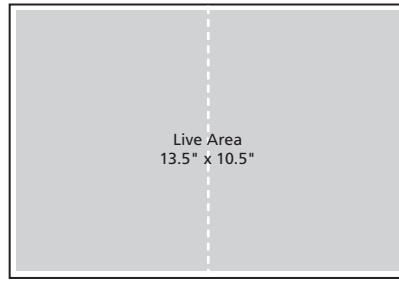
### Half Page

- Live Area: 6.688" x 5.188"



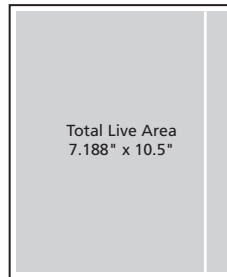
### 2-Page Perfect Spread

- Live Area: 13.5" x 10.5"



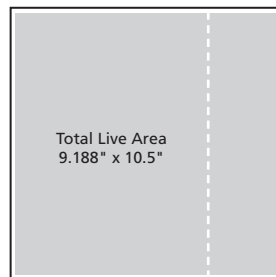
### Full Page Plus Tab

- Total Live Area: 7.188" x 10.5" with .125" safety space between ad & tab copy
- Tab Live Area: .375" x 10.5"



### Power Page

- Total Live Area: 9.188" x 10.5" allow .063" type safety space on both sides of the fold
- Outside Flap Live Area: 2.313" x 10.5"
- Flap may not fold onto the front or back cover.



### Strip Coupon

- Live Area: 6.688" x 2.063"



### Standard Coupon

- Live Area: 3.25" x 2.063"



### Half-Page Vertical Coupon

- Live Area: 2.25" x 5.188"



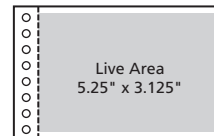
### Full-Page Vertical Coupon

- Live Area: 2.25" x 10.5"
- This coupon configuration is a fixed coupon position only



### Consumer Card

- Trim Size: 6" x 3.5"
- Live Area: 5.25" x 3.125" (no bleed)
- See instructions under the file set-up for FSI creative requirements



**Note:** Provide all SmartSource Magazine® artwork for live area only with **no bleeds**. For flex coupons, allow News America Marketing® discretion to optimize placement and avoid coupon back-ups. For fixed coupons, limit placement options to one specific position. Custom options are available for this program, contact your News America Marketing® sales representative for details.



Partnerships Themed Issues

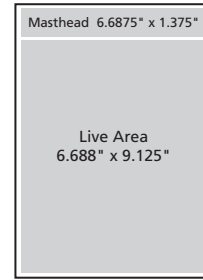
Front-Cover Masthead + Border

■ Live Area: 6.313" x 8.938"



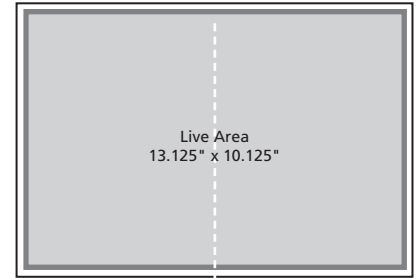
Front-Cover Masthead No Border

■ Live Area: 6.688" x 9.125"



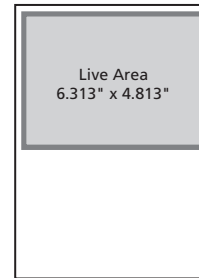
2-Page Perfect Spread + Themed Border

■ Live Area: 13.125" x 10.125"



Full Page + Themed Border

■ Live Area: 6.313" x 10.125"



Half Page + Themed Border

■ Live Area: 6.313" x 4.813"

Preparing Ad Files

SmartSource Magazine®

**Supply ads created as composite pages in one of the following applications:** QuarkXPress, InDesign, or Illustrator. For customers wishing to supply high-resolution PDF files, please create the files using job options, application presets, or styles that specify the PDF/X-1a:2001 standard.

For ads created in QuarkXPress or InDesign, supply all ad versions and coupon positions as composite pages. Use master pages containing all common color elements to create pages for additional ad versions with black-copy changes. All color elements must remain common in content, size, and position. Create all black type with 100% black only.

For ads created in Illustrator, supply each 4-color ad version in a separate file. If there are multiple ad versions containing just black-copy changes, create a single file with all common copy on one layer. Create an additional layer for each black version containing just the black copy unique to that version. Create all black type with 100% black only. Bar codes should be created using 100% black only.

**Printing Process:** Web offset lithography. Stochastic screening at 35 microns.

**Preparing Scans/Image Files:** Supply all live scans/high-resolution images in CMYK color mode with a minimum effective resolution of 300 dpi for SmartSource Magazine®. EPS, TIFF or Photoshop PSD file formats are acceptable. If an EPS file contains embedded images, supply the original image files. If Quark EPS files are supplied, provide the original application files. Total dot density in any element should not exceed 260% with only one process color solid. Set 100% black type to overprint in all supplied illustration files.

**Proof Specifications:** For each 4-color ad version, supply a color-contract proof on publication-grade paper produced on a SWOP-certified proofing system, and in conformance with the manufacturer's SWOP #5 application-data sheet. Proofs should be produced from the supplied files and contain a pre-certified quality-control color bar meeting all SWOP specifications. For each additional ad version containing black-copy changes or alternative coupon positions, supply a black-and-white laser proof. All proofs must be produced at 100% size.

**Fonts:** Supply copies of all screen and printer fonts used in page layout or EPS files. Any reverse type should be a minimum of 6 points using a bold sans serif font.

**File Transfer:** CD-ROM or DVD are acceptable transportable storage media. Contact your News America Marketing® sales representative for electronic delivery options.

**File Delivery:** Send ad files to your News America Marketing® sales representative.

**Consumer Card File Set-up:** Cards are printed 4-color on the message side and black and white on the reply-mail side. Cards are printed on 75 lb. (7 point) hi-bulk offset stock to conform to postal specifications. Please supply ready-to-print files on disk and high-quality proofs. Quark is the preferred file format. Line screen is 133.

**Consumer Card FSI Creative Requirements:** FSI must be a full page. The full-page creative must include a white knock-out area that is 1/4" wide by 2 3/4" high. The knock-out area should be placed 5/8" from the left side and 1 1/2" up from the bottom of the FSI image area, or 1 1/2" down from the top of the FSI image area. Follow regular FSI specs for the rest of the page set-up.

**Overtime Charges:** Overtime charges will be incurred for artwork arriving after the posted deadline; see SmartSource Magazine® Program Schedule for details.

**Ad files that do not conform to the above specifications or creative policies will be returned or reworked at an additional charge. Please contact your News America Marketing® sales representative or call (800) 462-0852 with any questions.**