

- **Live Area:** 6.438" x 9.875"
- Entire bottom or bottomright coupons only.

6.438" x 2.063"

3.188" x 2.063"

**Full Page & Back Cover**

2.25" x 5.188"

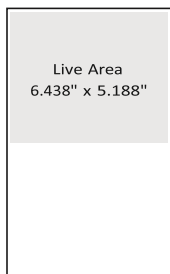
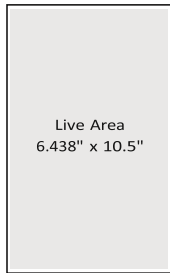
- **Live Area:** 6.438" x 10.5"

# SmartSource Magazine®



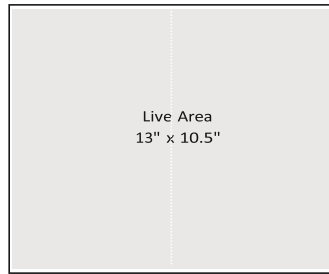
SmartSource Magazine®

Front Cover



2-Page Perfect Spread

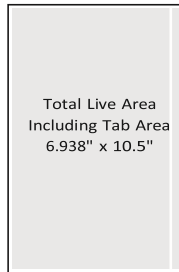
■ **Live Area:** 13" x 10.5"



Full Page Plus Tab

■ **Total Live Area Including Tab:** 6.938" x 10.5" with .125" safety space between ad & tab copy

■ **Tab Area:** .375" x 10.5"

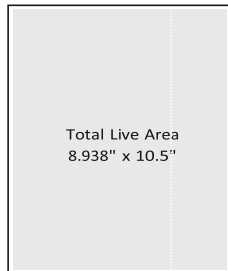


Power Page

■ **Total Live Area:** 8.938" 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:**



Standard Coupon

■ **Live Area:**



Half-Page Vertical Coupon

■ **Live Area:**



Full-Page Vertical Coupon

■ **Live Area:**

■ This coupon configuration is a fixed coupon position only.

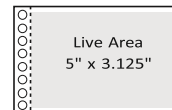


Consumer Card

■ **Trim Size:**

■ **Live Area:**

■ See instructions under the file set-up for FSI creative requirements.



2.25" x 10.5"

Half Page

■ Live Area: 6.438" x 5.188"

5.75" x 3.5"

5" x 3.125"  
(no bleed)

**Note:** Provide all SmartSource Magazine® artwork for live area only with **no bleeds**. Flex coupons allow News America Marketing® discretion to optimize placement and avoid coupon back-ups. 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. Perforated lines with scissor icon and/or dotted lines must only be featured around the live coupon area only. Any extraneous perforated and/or dotted areas will not be permitted and client may be asked to re-supply their artwork.

**NEW SIZE** — Effective Issue 7.13.14

2-Page Perfect Spread + Themed Border

■ Live Area: 12.625" x 10.125"



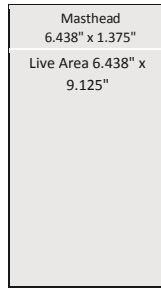
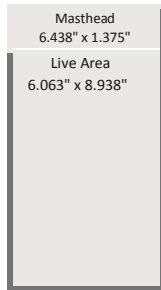
Partnerships Themed Issues

Front-Cover Masthead + Border

■ Live Area: 6.063" x 8.938"

Front-Cover Masthead No Border

■ Live Area: 6.438" x 9.125"



■ Live Area: 6.063" x 10.125"

Live Area  
6.063" x 10.125"Live Area  
6.063" x 4.813"

■ Live Area: 6.063" 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 file format.

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 area coverage in any element should not exceed 260% with only one process color solid. Set 100% black type to overprint in all supplied 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 an IDEAlliance ISO 12647-7 Digital Control Strip. 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 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 (PDF/X-1a file format and native files) and high quality proofs. Line screen is 133.

**Consumer Card FSI Creative Requirements:** FSI host page must be a full-page ad. Page position will be determined by News America Marketing®. No covers, inside covers or spreads can be accommodated. Page position in the FSI will vary by market. Card must be positioned towards top or bottom of the page, not in the middle. Position card so that the bottom of the card is 1.5 inches from bottom of image area, or top of card is 1.5 inches from top of image area. Position card so that the left edge of card is .375 of an inch from the edge of the image area on the left side.

**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.**