

SUBMISSION GUIDELINES

Undercar Digest and Transmission Digest are printed on a computer-to-plate (CTP) web offset press.

Page trim size is 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ " (8.125" x 10.875")

AD SUBMISSION

Preferred: PDF/X-1a or a properly formatted **Press-ready PDF** which has been distilled from a Postscript (.ps) file.

Accepted: ■ High resolution TIFF or JPEG files (minimum 300 ppi).
■ EPS files with fonts converted to paths.

Fonts information: • Make sure that all fonts are embedded when creating Postscript or PDF files.
• Avoid using OpenType fonts, and Multiple Master Fonts.

File Information: • When submitting full page ads the file must show crop marks and bleeds.
• All color images must be CMYK.
• For images use TIFF or EPS, do not use JPEG, GIF, PNG or PICT files in layouts.
• Dmax 280%

METHODS OF FILE TRANSFER

- **CD** with hard copy proof.
- **Email** to publisher@transmissiondigest.com or editor@mdpuplications.com
When sending us Email it is important to include the following information along with the attached text and/or graphic files:
publication title and issue month in which ad will appear, the client name and the name of the person sending the Email.
Subject line should indicate name.
- **FTP** Contact a Sales Account representative for more information

DESIGN REQUIREMENTS

- **Dmax: The sum total of tone value percentages should not exceed 280%**, of which one color can be solid.
- PMS colors and spot colors will be converted to CMYK unless a matched color is purchased.
- Reverse lettering should be made with a minimum of colors and should not use small letters or fine serifs.
- Minimize color combinations to a maximum of two process colors where small type and thin rules are involved.
- For full page ads the document size in your layout application should match the trim size of the magazine(8.125" x 10.875")
- Full page bleeds should extend 1/8 inch beyond the trim (trim size: 8.125" x 10.875" 8.376, bleed size: 8.375" x 11.125").
- Keep live images and type at least 3/8 inch away from trim.
- Furnish an actual size hard-copy proof when submitting digital files.
- Line screen is 133 lpi.

CORRECTIONS AND ALTERATIONS

Our design and production department is equipped to handle any corrections needed to bring your files into compliance with our specifications and can make modifications or revisions for future issues. Any corrections required or modifications requested will be charged accordingly and invoiced separately.

LOGOS

Logos submitted for creating an ad or for use in listings should be .eps (with fonts converted to paths).
High resolution .jpeg, .tif or .pdf files accepted.

EDITORIAL PHOTOGRAPHS

Photographs can be provided as continuous-tone prints or in the TIFF or JPEG digital formats.
Scanned photographs should be scanned at 300 ppi.
Photographs from digital cameras should be taken at the highest quality mode.

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