

TV Guide Magazine can accept advertiser files electronically through the Mass Transit delivery system. All submitted files must be in PDF format with all fonts embedded and subsets included. At this time no other form of digital transmission will be accepted.

The following information must be included: advertiser name, issue date, contact name, email address and contact phone number.

CLOSING INFORMATION

- All orders for non-insert advertisements are due 18 days prior to issue date.
- Materials and copy instructions must be received 18 days prior to issue date.

MECHANICAL REQUIREMENTS

- Printing Process: 4/C Offset
- Trim Size: 7-3/8" x 10-1/2"
- Binding Method: Saddle Stitch

Alignment of type or design, or the precision of fold from page to page in all copies, is subject to mechanical tolerances and cannot be guaranteed.

For main text, minimum type size is 6-point; 8-point type size recommended. Publisher not responsible for reproduction of thin text type, reverse thin serif type or smaller than 12-point size. For additional information, see SWOP type specifications.

DIGITAL FILE REQUIREMENTS

- Digital files should, at a minimum, be prepared in accordance with the most current SWOP-endorsed ANSI and ISO standards for publication printing.
- Media: CD-Rom, DVD-Rom
- Digital File Formats: PDFX-1a preferred, Adobe InDesign CS3

DESKTOP ELEMENT FORMATS

- Fonts: Postscript only
- Graphics: .eps, .tif, .jpg

Desktop Instructions: Use stylized fonts. Do not apply style attributes to basic fonts. All elements must be 100% size. Avoid rotation and cropping of image in layout program. For submission of native files (i.e., Adobe InDesign), include all fonts, images/scans, logos/artwork. For submission of PDF files, ensure that all fonts and images are embedded. Do not nest .eps files within .eps files. Pantone colors must be in CMYK mode. All images/scans must be in CMYK.

- Density of Tone: Maximum 280%
- Page Size: Ads must be at full bleed size (7-7/8" x 11").
- Proof Requirements: Five (5) Kodak Approval or SWOP certified proofs (color guidance) are required for each advertisement.

TV Guide Magazine cannot assume responsibility for the accurate reproduction of supplied materials that do not conform to SWOP specifications.

In no instance will TV Guide Magazine modify submitted files.

MECHANICAL SPECIFICATIONS

Pick-up (repeat) Advertising: All ads need to be resubmitted by the advertiser for each issue scheduled on an issue-by-issue basis. Ads for multiple-issue buys, where the copy remains the same and advertiser instructions indicate to pick up copy in subsequent issues on the initial insertion order, do not need to be resubmitted.

PLEASE SEND ALL MATERIALS TO:

R.R. Donnelley
Attn: TV Guide Magazine/Dept. LPC Process Control
216 Greenfield Road
Lancaster, PA 17601
To upload files electronically:
<http://www.rrd-lpc.com/tvguidemag/>