

ASSEMBLY GUIDELINES

- We accept files created in Adobe InDesign; Photoshop, Illustrator or Macintosh Quark Xpress. We also accept properly prepared PDF (we cannot accept files created with Scitex PDF to Go).
- We do not accept ads built using Microsoft Windows 95/98/ME/NT/2000/XP.
- Include all Macintosh PS Type 1 fonts and images.
- Files that do not follow these guidelines will be returned for correction. No exceptions.

ACCEPTABLE MEDIA

- CD-ROM, DVD-ROM, DVD-RAM and DVD are accepted.

SOFTWARE TIPS

- Set document size to the exact size of your ad. If the ad is to bleed, pull all bleeds a minimum of 1/8" (.125") from document edge.
- Use Type 1 Postscript fonts only — no TrueType. Be sure to include both printer and screen fonts.
- When using Illustrator, Photoshop or Freehand, convert all type to outlines/paths and all colors to CMYK.
- Flatten layers and discard any extra channels or paths. Do not compress files with LZW TIFF, JPEG, JPEG encoded EPS.

MECHANICAL GUIDELINES

- DBUSINESS magazine is web offset and perfect bound.
- The magazine prints at 150 lpi — minimum halftone resolution should be 300 dpi.
- TAC (Total Area Coverage) not to exceed 300%.
- Unless special ordering an additional color, all spot or Pantone specified colors should be converted to process color.
- A contract color proof is required with every ad. Acceptable contract proofs include: Kodak Approval, Scitex Iris, Fuji Pictroproof as well as 3M Digital Matchprints. If acceptable proof is not provided, color consistency will not be guaranteed.

TECHNICAL QUESTIONS

production@hourdetroit.com

SPECIFICATIONS

Trim Size: 8.375" x 10.875"

Bleed Size: 8.625" x 11.125"

Live Area: 7.625" x 10.125"

(Bleeds are accepted on full-page ads only.)

PRODUCTION CHARGES

Typesetting and Design: \$200/hour

Retouching: \$200/hour

Additions/Corrections after Due Date: \$50/change

INSERTS/BIND-INS

Advertising inserts and special bind-ins are accepted pending approval.

Please contact your sales representative.