

# AMERICAN WOODTURNER

Journal of the American Association of Woodturners

## The Journal of the American Association of Woodturners **Mechanical Specifications for Submission of Ad Materials**

### **Electronic Files types accepted:**

- The preferred format for final files is a TIF.
- Files are also accepted as EPS (fonts saved as paths), PDF (embedded fonts) and JPG.
- PDFs are to be made from document containing postscript or open type fonts, art/image files saved at 300 dpi and color photos/art saved as CMYK.
- Application files in Illustrator, Quark, Pagemaker or InDesign should include all fonts and images.
  - Must include screen AND printer font files.
  - All graphic files (pictures and logos) should be saved as TIFF or EPS files (300 dpi) and linked to the document.
- All ads must be accompanied by a proof.

### **File types not accepted:**

- Microsoft Publisher
- Microsoft Word
- DCS

### **Color and size:**

- Process (CMYK) color only.
- Black and white images should be defined as grayscale.
- Photos, logos, and images MUST be 300 dpi at final size and line art must be 1270 dpi.

### **Acceptable Media:**

- Please provide electronic materials (with hard copy printouts) on: CD-ROM, Zip disk, Email – 3MG or less to **september@woodturner.org** or inquire about FTP transmission.
- FTP and email should be compressed. Disk must be labeled clearly with a descriptive name including file name, format, and platform.

### **Ad Production Costs:**

- Preparation of artwork, special production costs, half-tones, separations, *typesetting and client-requested changes will be billed at a cost to the advertiser.*
- Production estimates may be requested from the advertising department. Layout with detailed specifications should accompany all advertisements that require typesetting by the publisher. Publisher cannot guarantee exact match of special typeface.

### **Sizes**

- Full page without bleed: 7.425"w × 9.425"h
- Full page with bleed:
  - Bleed: 8.75"w × 11.125"h
  - Trim: 8.5"w × 10.875"h
  - Live area (no important art or copy outside this area): 8"w × 10.375"h
- ½ page vertical: 3.625"w × 9.425"h
- ½ page horizontal: 7.425"w × 4.625"h
- ¼ page: 3.625"w × 4.625"h
- ⅛ page: 3.625"w × 2.225"h
- ⅙ page: 3.625"w × 1"h

### **Printing Process and Crops and Bleeds:**

- Web offset, trim size 8.5" × 10.875".
- Do not include crop or bleed marks on ad unless it is a full page bleed ad. All other ads must be cropped to final size before submitted.
- Crop out any excess white space around ad if it is not part of the ad. Do not place ad on full page if it is a ½ page or smaller.

### **Rates:**

- All rates apply to camera-ready copy only.
- Production charges for ad alterations and design will be incurred.
- Contact advertising department for referral for ad design services.
- **PAYMENT MUST ACCOMPANY AD.**
- Payment for annual ad is due in full by January 10.
- No cancellations accepted after ad due date.
- No commissions or cash discounts.
- Off-sized ads will be billed at the next highest standard size.
- Contract space must be used during the six-issue period. New ads within the contract period must be received on or before ad due date (as noted above), or previous ad will be inserted.
- Copy accepted subject to policies and approval of the American Association of Woodturners.
- Publisher's liability in the event of error will be limited to publishing the ad once correctly at no additional charge.

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Send all ads and checks (made payable to American Association of Woodturners) to:

**September Hoeler • 222 Landmark Center, 75 5th St W, St. Paul, MN 55102-7704 USA**  
**803-394-7559 • september@woodturner.org**

**AAW Office: 651-484-9094 • Betty Scarpino (AW Editor): 317-254-1374**