

**BOOK SIZE:** 7"w x 9"h

**TRIM SIZE:** Single page 7"w x 9"h \* Spread 14"w x 9"h

## ARTWORK DEADLINES FALL ISSUE 2011

**Art due: March 4, 2011**

**Late fee: \$100 per week starts on April 25, 2011**

**Last day for art submission: May 12, 2011**  
**After this date you will not receive a press proof.**

### TO SUBMIT AN AD, DO THE FOLLOWING:

1. Design your ad using our templates, just click on the link below:  
<http://workbook.com/advertisers/downloads/>
2. Include all fonts.
3. Make an output of the ad from data submitted.
4. Include target prints for color reproduction.

### THINGS TO NOTE:

Sorry, we can not accept the following:

1. Files via FTP
2. Files saved as PDF

### WHAT IS A REASONABLE TARGET PROOF?

A digital proof, using glossy or matte white paper, that represents your expectation for color and using the same data in the file of your ad submission.

### WHAT IS AN UNREASONABLE TARGET PROOF?

Do not submit photographic prints or huge digital prints of images that are to be greatly reduced.

### WHAT ARE THE PERCENTAGES FOR A RICH BLACK?

For backgrounds and color breaks use 100k + 40c.



### FILE SPECS:

1. Preferred data: 350 dpi at 100%
2. Type of profile: US Sheetfed Coated v2
3. Maximum line screen: 175 line
4. Maximum density: 320
5. Dot gain: 14%
6. No Pantone colors.
7. All proofs must be made from the data supplied.

### SEND ARTWORK TO THE WORKBOOK:

Workbook 6762 Lexington Avenue Los Angeles CA 90038

For questions please call the Production Department  
323 769.3128 or 800 547.2688 x128

## RGB and CMYK

1. Single page size: **7" w x 9" h**
2. Spread page size: **14" w x 9" h**
3. 1/8" bleed required on all sides.
4. **ONLY** Macintosh files will be accepted.
5. Resolution 350 dpi at 100%.
6. RGB Profile: Adobe 1998.
7. CMYK Profile: US Sheetfed Coated v2.
8. A digital target proof **must** accompany your file.
9. **PDFs and PostScript files and will not be accepted.**

Name of Client \_\_\_\_\_ E-Mail \_\_\_\_\_

Contact Name \_\_\_\_\_ Date \_\_\_\_\_ Phone \_\_\_\_\_

## CHECKLIST

Please check off each item as you review material before forwarding to Workbook:

### RGB SUBMISSIONS

- Mac only
- Adobe RGB (1998) profile
- Digital target proof with layout
- Include all screen and printer fonts
- 1/8" bleed on all sides
- No Pantone colors
- Resolution 350 dpi at 100%

**No PostScript Files.**

**No PDFs.**

### SEND ARTWORK TO:

Workbook  
6762 Lexington Avenue  
Los Angeles CA 90038  
323 769.3128 or 800 547.2688 x128

### CMYK SUBMISSIONS

- Mac only
- US Sheetfed Coated v2 profile
- Digital target proof with layout
- 175 line screen (350 dpi)
- 320 maximum density
- Dot gain: 14%
- Resolution 350 dpi at 100%
- Include all screen and printer fonts
- 1/8" bleed on all sides
- No Pantone colors /4/c process only

**No PostScript Files.**

**No PDFs.**