

**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 2012**

- ~ **Art due:** March 2, 2012 through April 30, 2012.
- ~ **Last day for art submission:** April 30, 2012. No artwork accepted after April 30, 2012.

**YOU ONLY NEED 4 THINGS FOR YOUR AD:**

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

**WHAT IS A REASONABLE TARGET PRINT?**

A digital print, such as an Epson, using glossy or matte white paper, that represents your expectation for color.

Please don't submit photographic prints or huge digital prints of images that are to be greatly reduced.

**SORRY WE CAN'T ACCEPT:**

1. Files via FTP
2. Files saved as PDF

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

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

**RGB or 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. RGB Profile: Adobe 1998
5. CMYK Profile: US Sheetfed Coated v2
6. A digital target print/layout output **MUST** accompany your file.
7. **PDFs and PostScript files are not accepted.**



Name \_\_\_\_\_ E-Mail \_\_\_\_\_

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

**CHECKLIST**

Please check off each item below as you review the material before sending to Workbook.

**RGB SUBMISSIONS**

- Mac only
- Adobe RGB (1998) profile
- Digital target print 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**

**CMYK SUBMISSIONS**

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

**NO PostScript Files**

**NO PDFs**

**SEND ARTWORK AND TARGET(S) TO:**

Workbook  
6762 Lexington Avenue  
Los Angeles CA 90038

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