

# mechanical requirements

## SOPHISTICATE'S **BLACK HAIR** STYLES AND CARE GUIDE™

**MECHANICAL REQUIREMENTS  
EFFECTIVE WITH FEBRUARY 2011 ISSUE  
THESE MECHANICAL REQUIREMENTS  
REPLACE ALL PREVIOUSLY PUBLISHED  
MECHANICAL REQUIREMENTS**

● **Printing** ..... Web offset (SWOP)

● **Binding** ..... Perfect Binding

● **Publication Trim Size** ..... 7<sup>7</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>"

### ● **NON-BLEED SIZE UNITS**

Full page ..... 7" x 10"

<sup>2</sup>/<sub>3</sub> page ..... 4<sup>5</sup>/<sub>8</sub>" x 10"

<sup>1</sup>/<sub>2</sub> page (horizontal) ..... 7" x 5"

<sup>1</sup>/<sub>2</sub> page (vertical) ..... 3<sup>1</sup>/<sub>3</sub>" x 10"

<sup>1</sup>/<sub>3</sub> page (vertical) ..... 2<sup>1</sup>/<sub>4</sub>" x 10"

<sup>1</sup>/<sub>3</sub> page (square) ..... 4<sup>5</sup>/<sub>8</sub>" x 5"

<sup>1</sup>/<sub>6</sub> page (vertical) ..... 2<sup>1</sup>/<sub>4</sub>" x 5"

Digest ..... 4<sup>5</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>2</sub>"

Island ..... 4<sup>3</sup>/<sub>8</sub>" x 6<sup>1</sup>/<sub>2</sub>"

Two page spread ..... 7" x 10" each page

### ● **BLEED SIZE UNITS**

Full page ..... 8" x 11<sup>1</sup>/<sub>8</sub>"

<sup>2</sup>/<sub>3</sub> page (vertical) ..... 5<sup>1</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

<sup>1</sup>/<sub>2</sub> page (horizontal) ..... 8" x 5<sup>1</sup>/<sub>2</sub>"

<sup>1</sup>/<sub>2</sub> page (vertical) ..... 4<sup>1</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"

<sup>1</sup>/<sub>3</sub> page (vertical) ..... 2<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>"

<sup>1</sup>/<sub>3</sub> page (square) ..... 5<sup>1</sup>/<sub>8</sub>" x 5<sup>1</sup>/<sub>2</sub>"

Two page spread ..... 16" x 11<sup>1</sup>/<sub>8</sub>"

Two page spread (trim) ..... 15<sup>3</sup>/<sub>4</sub>" x 10<sup>7</sup>/<sub>8</sub>"

Allow one-half inch gutter bleed for each page of a spread and <sup>1</sup>/<sub>4</sub>" safety from trim for printed and live matter.

### ● **DELIVERY OF MATERIAL**

Advertising film should be sent to: SOPHISTICATE'S BLACK HAIR Magazine, Production Department, John Hancock Center, 875 North Michigan Avenue, Suite 3434, Chicago Illinois 60611-1901. Telephone, 312-266-8680.

### ● **REQUIRED MATERIAL, DIGITAL FILES**

Digital files are the preferred method for job materials. In order of preference, the following digital files are accepted:

1. PDF, EPS, TIF or JPG
2. Native desktop files, such as QuarkXPress, Illustrator, Photoshop, InDesign
3. Mac or PC files (Mac preferred)

### ● **MAC OR PC FORMATTED**

CD-ROM or DVD

### ● **TYPE OF PROOFS**

We require SWOP approved proofs. If any other proofs are received, liability for color matching is waived.

### ● **COLOR CALIBRATION**

GATF/SWOP approved scales, targets and control patches, includes 5% 25% 50% 75% 95% 100% CMYK control patches, Kodak Approval CSI—use Kodak SWOP calibration control guide.

### ● **STORAGE**

Advertising material (files/proofs) will be destroyed 90 days after last use if not requested to be returned.

- Associated Publications, Inc.
- 875 N. Michigan Avenue, Suite 3434
- Chicago, Illinois 60611-1901
- Phone: (312) 266-8680

### ● **INSTRUCTIONS/STANDARDS**

● All images/scans and any colors used in the page(s) must be CMYK MODE.

● Offset Printing: Four-color solids should not exceed SWOP density of 300%.

● No offsets in the CT/LW relationship (Must be 0/0).

● File orientation should be normal and not mirrored.

● Reverse type should be at least 8 point, with No LESS than .004" thickness on any part of any letter or number. Printability cannot be assured below this. In the case of multiple color background with reverse type, it is highly recommend that all but the dominant color be spread back for clarity and register.

● Provide actual size, color hard copy, made from the final file as a guide. It is the only way to verify the content of the project.

● Please note that if trapping is required, it must be incorporated in the files we receive.

● Overprinted (surprinted) type should not be less than .004" (1/3 point rule) at the thinnest part of a character or rule. When type is to be overprinted, the background should be no heavier than 30% in any one color and no more than 90% total in all four colors for legibility.

● **PRODUCTION SCHEDULES ARE SUCH THAT, MAJOR PROBLEMS WITH THE FILES DISCOVERED IN THE PRODUCTION CYCLE WILL NOT ALLOW US TO GUARANTEE A TIMELY DELIVERY OF THE AD.**

### ● **GENERAL TERMS AND CONDITIONS**

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