



Production Specifications

SCREEN REQUIREMENTS 150-line for B&W and four-color, 200-line for covers. Compensate for dot gain. Image resolution should be 300 dpi.

CAMERA-READY Computer to plate technology is currently used to produce the magazine. Negatives supplied will require scanning into a digital format for placement into the magazine and will incur additional charges. It is preferred that ads be created in QuarkXpress and supplied on removable digital media with file information, fonts, all supporting elements and composite proof required. We recommend using the collect for output function standard on most programs. Please see your sales consultant for the most up-to-date information. There are no additional charges for placing electronic ads, but color ads **MUST** have a current color proof, such as a Rainbow or Iris digital proof. If furnishing color copies or low-end digital proofs, color cannot be guaranteed. Materials furnished other than specified above are subject to production charges.

COLOR ADVERTISERS Proof, such as a Rainbow or Iris digital proof. If furnishing color copies or low-end digital proofs color cannot be guaranteed.

PROOFS Clients/Agencies requiring proofs must submit complete ad materials prior to proper closing date. Proofs sent to Clients/Agencies must be returned to publisher within 24 hours of receipt, with all corrections clearly noted on proof and with client signature.

SOFTWARE QuarkXpress 6.1, Photoshop CS, Illustrator CS, InDesign CS, Freehand MX

Electronic File Transfer

Electronic ads can be e-mailed to the following address: production@geminipub.com. Please include the advertiser name, the publication name and date, and your sales representative's name.

OTHER REQUIREMENTS The name and phone number of a contact person should be included on all materials in the event that we have questions.

ADDITIONAL INFORMATION

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