



Preparing and Submitting Your Ad to EDM Today Magazine

A Basic Overview

What's covered here?

This presentation is designed to help you successfully prepare and submit a print-ready ad file to EDM Today Magazine. These tips are designed to answer some basic questions.

- Software
- Choose your ad unit
- Trim, bleed and live area
- Setting up a Document
- Image size and quality
- Color space
- Use of black
- Exporting to a PDF file

Software

The first thing you need to create a print-ready ad file is the proper tools. There are a number of applications that will do the job, so pick the one that you are most comfortable with or have access to.



Best Choices

- Adobe InDesign
- QuarkXPress

The industry standards for creating a print-ready magazine ad. EDM Today layout is done in Adobe InDesign.

“OK” Choices

- Adobe Illustrator
- Adobe Photoshop
- Microsoft Publisher
- CorelDRAW

Professional tools – but not ideal for page layout. Can produce an acceptable result if used correctly.

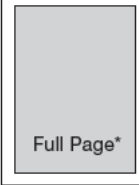
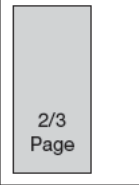
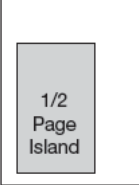
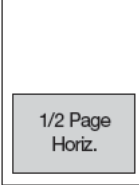

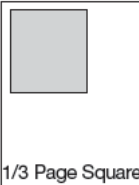
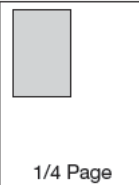
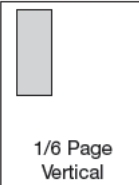
Poor Choices

- Microsoft Word
- Microsoft PowerPoint
- Windows Paint

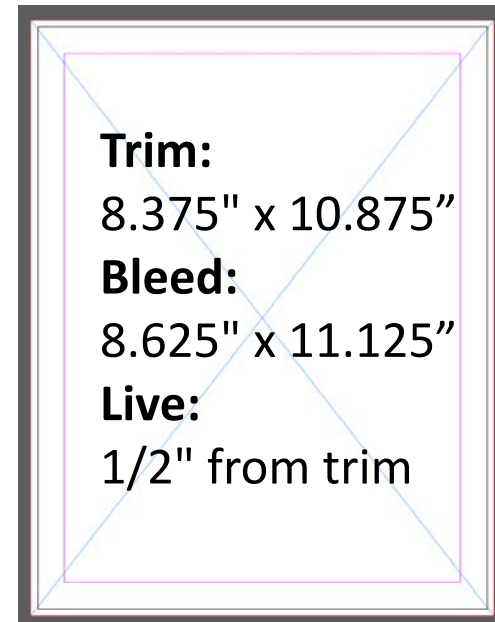
You won't get a print-ready file using these tools.

Ad Units

Next, you'll need to decide what type of ad unit you want to work with. Non-bleed ads are available in various sizes. Full-bleed ads can be submitted for full page ad units. Our Media Kit has all the details and pricing.

Non-bleed Ad Dimensions			
 Full Page*	 2/3 Page	 1/2 Page Island	 1/2 Page Horiz.
7" x 10"	4 ⁹ / ₁₆ " x 10"	4 ⁹ / ₁₆ " x 7 ¹ / ₂ "	7" x 4 ⁷ / ₈ "
 1/3 Page Vertical	 1/3 Page Square	 1/4 Page	 1/6 Page Vertical
2 ³ / ₁₆ " x 10"	4 ⁵ / ₈ " x 5"	3 ¹ / ₂ " x 5"	2 ³ / ₁₆ " x 5"

EDM Today Non-bleed ad units



EDM Today Full-bleed ad specs



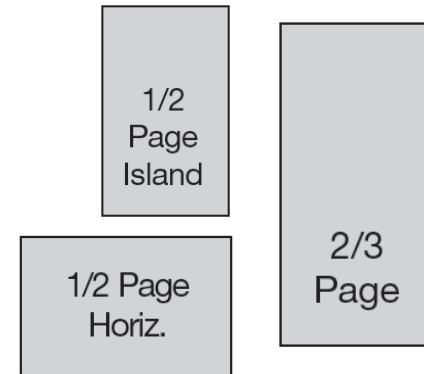
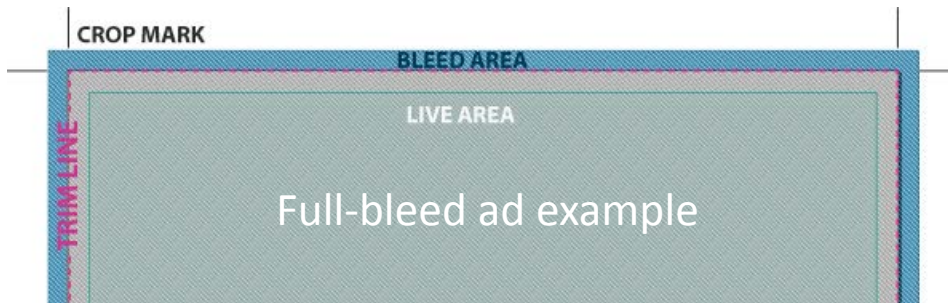
Download our 2016 Media Kit (PDF 1.9 MB)



Download a full-bleed blank page in Adobe InDesign (ZIP 438KB)

Trim, bleed and live area

If you are setting up a full-page, full-bleed ad, you'll need to be sure your layout complies with our ad specs to ensure favorable results when it's printed.



Trim Line: This is the finished size of the page. *Our trim is 8.375" x 10.875"*

Live Area: The area that is considered safe to keep any important information within. This takes into consideration the binding and trimming of the magazine. You don't want page elements to be unreadable if they are too close to the spine or edge of the page. *Our live area is 1/2" from the trim.*

Bleed Area: The area outside the trim that allows for proper trimming of an ad that has elements that "bleed" (print ink all the way to the edge of the page on any or all sides) *Our bleed is 8.625" x 11.125"*

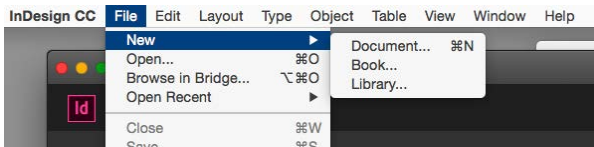
Crop Marks: Indicates where the paper will be cut.

Fractional or non-bleed ads in EDM Today can be set up exactly to the size of the ad and do not require bleed. The entire ad space is live.

Tip: If your non-bleed ad has a white or very light colored background, you may want to include a thin, dark colored rule (no less than .25 point) around the outside of your ad to define the ad area when it's placed along with editorial content in EDM Today.

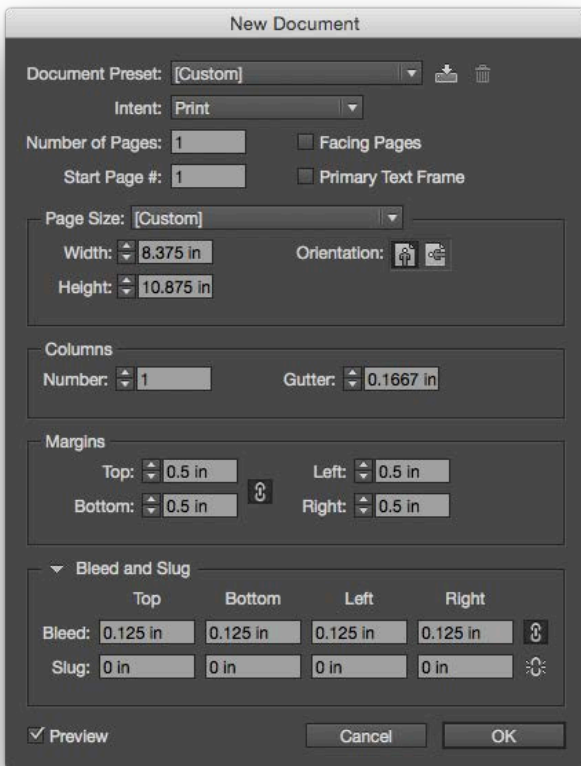
Setting Up a Document

You'll need to start with a correctly set up document. Below are a few of the most basic settings for a full-page, full-bleed ad in Adobe InDesign, but the concept is the same for other applications.



Start from the “**File**” menu by choosing “**New**” and “**Document**”

You'll end up with something that looks like this:



For a single page ad, uncheck the “Facing Pages” box.

For **width**, enter “8.375 in” and for **height**, enter “10.875 in”. This will define your page trim.

For **margins**, enter “0.5 in” on all sides. This will define the live area being 0.5 inches from the trim.

For **bleed**, enter “0.125 in” for all sides. This will define your bleed size of 8.625” x 11.125” (the trim size, plus 0.125” on each side or 0.25” total)



Image size and quality

When including graphics in your ad, you need to be sure they are of high enough resolution to ensure good quality printing. Low resolution graphics will look blurry or pixelated when they are printed in our magazine.



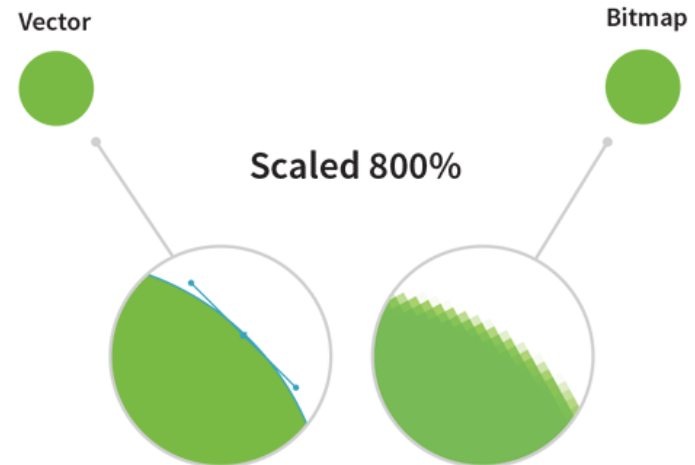
Photos: Make all photos at least 300dpi (dots per inch) and place them at 100% size in your ad. (don't enlarge them)

As you can see above, a lower resolution image enlarged in your layout to be the same size as a higher resolution image will not produce acceptable results.

The image still only has 72 pixels per inch, those pixels will just get enlarged when the image is scaled at higher than 100% in your layout, yielding a blurry or fuzzy result.

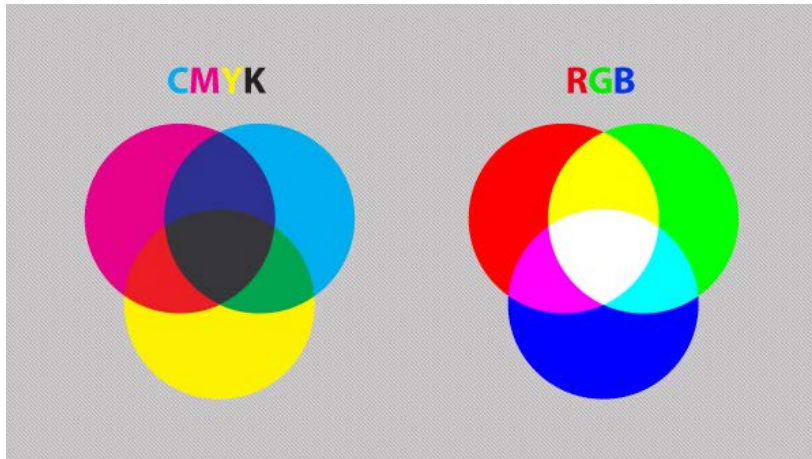
Vector Graphics: When possible, the use of vector-based graphics will produce the best results. Many times, logos, diagrams or line drawings are created in programs like Adobe Illustrator as vectors.

As you can see below, vector graphics are resolution independent and can be scaled freely without loss of quality.



Color space

All ad files should be submitted to EDM Today using the **CMYK color space**. RGB or spot (Pantone) colors may not produce favorable results.



YES

NO



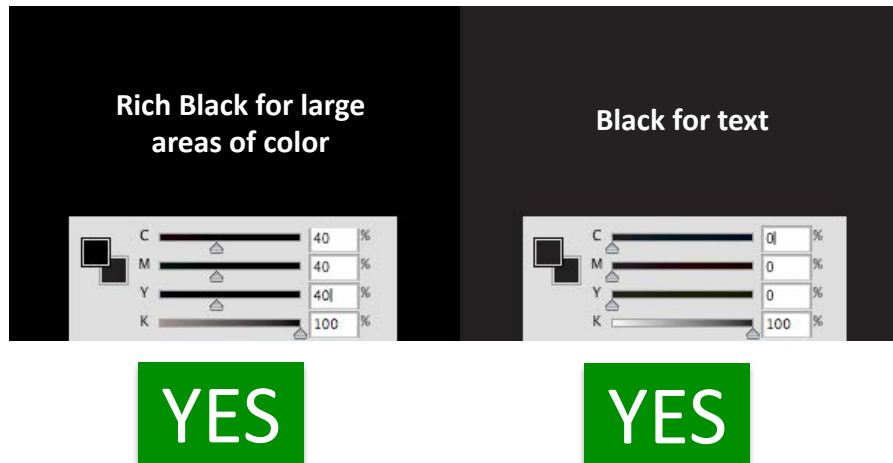
NO

Our magazine is produced using 4-color process printing. Everything you see on any page of EDM Today magazine is reproduced by the application of patterns of ink dots that are either Cyan, Magenta, Yellow or Black. All photos, charts, diagrams, text, logos, (anything you place in your ad layout) should be set up using the **CMYK color mode**.

The use of black

There are two acceptable ways to use black in your ad that will produce the best print-ready results. These are commonly known as “Black” and “Rich Black”

Rich Black: Use this in your ads where you require large areas color. Some printers may have different requirements, but for our purposes Cyan=40, Magenta=40, Yellow=40, and Black=100 will suffice.



Black: Use this for text. Headlines, body copy, lines in charts, barcodes, etc.



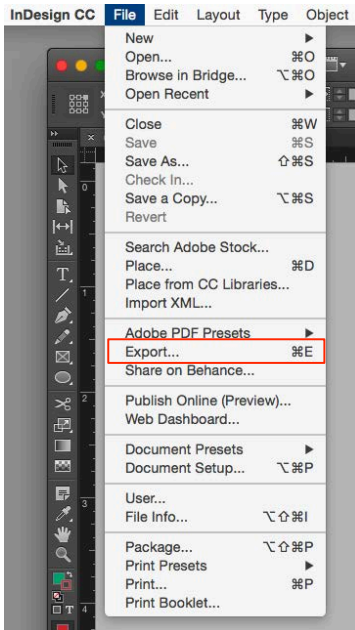
Important Note

NEVER

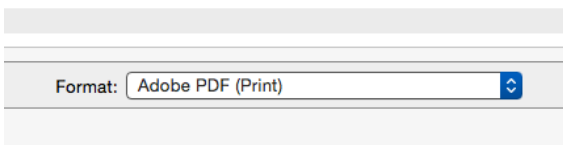
Registration Black: This is a CMYK black made up of Cyan=100, Magenta=100, Yellow=100, and Black=100. It's used for crop and registration marks that need to be visible on every plate during the printing process. **NEVER use it in your ad layout.** It will produce ink densities that are outside the acceptable range during the offset print production process.

Exporting to a PDF

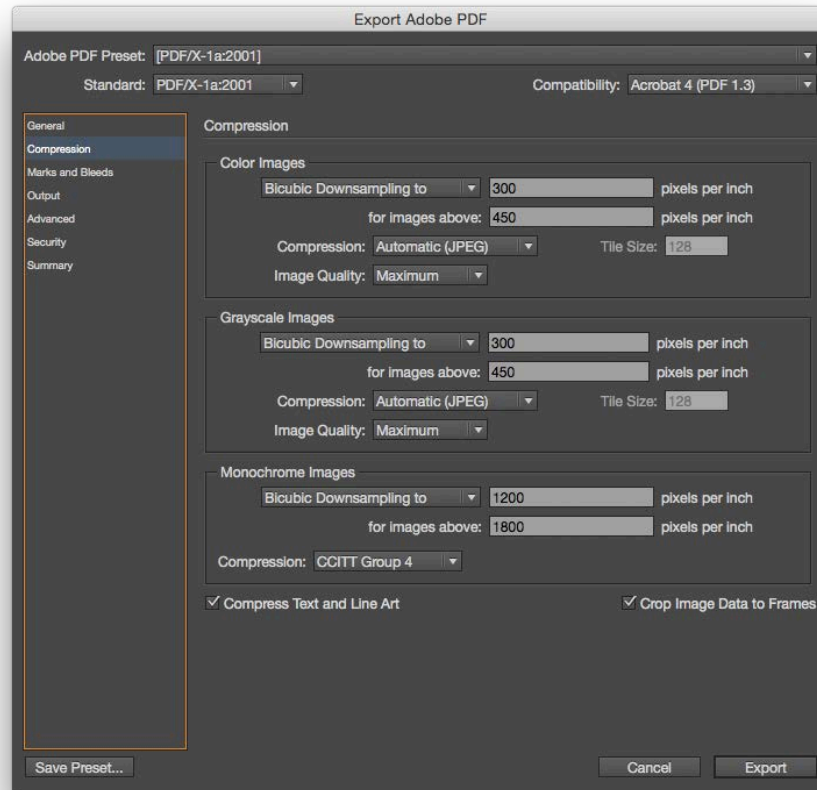
The preferred format to submit your ad to EDM Today is a print-ready PDF. You can easily export your layout as a PDF from Adobe InDesign or QuarkXPress. Below is an outline of the settings required (shown as you see them in InDesign)



1. Pull down the “file” menu and choose “export”

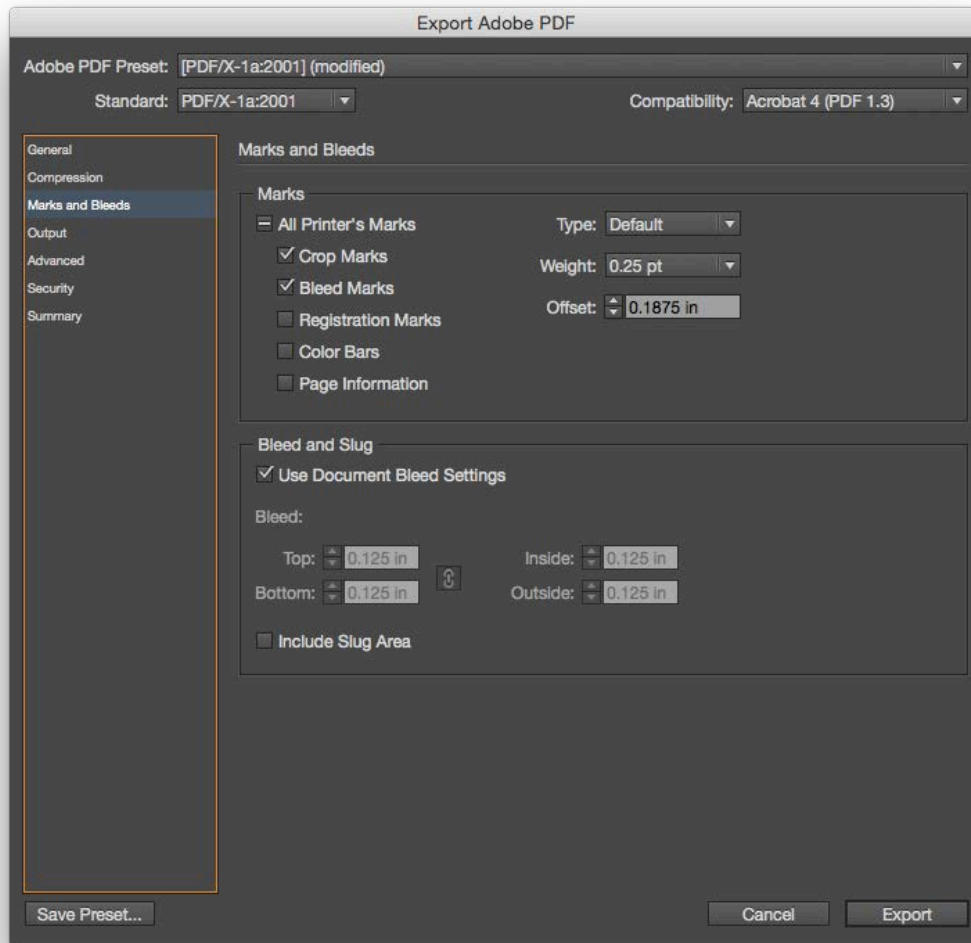


2. From the bottom of the next window, choose Adobe PDF (print) as the format



3. PDFs need to be exported as a single page in the **PDF/X-1a:2001** format available from the Adobe PDF preset pull-down found at the top of the export window. All compression settings will be applied when you choose this format.

Exporting to a PDF (continued)

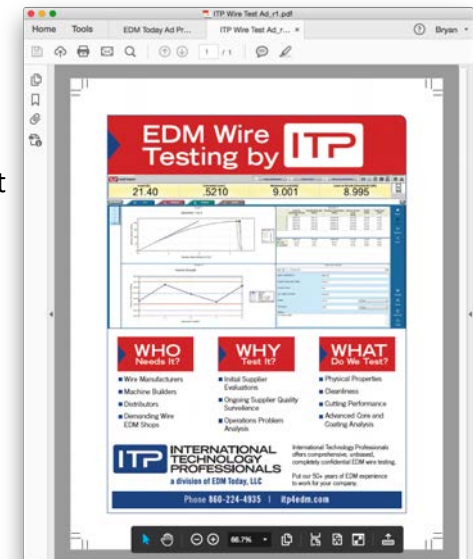


4. If your ad is full-bleed, be sure to check the “Crop Marks” and “Bleed Marks” boxes.

If you have properly set up the InDesign file to have .125” bleed (under File/Document Setup), check “Use Document Bleed Settings”

The rest of the settings should be correctly applied when you chose PDF/X-1a:2001 in step one.

Now, click the “Export” button to output the PDF file. You can open this file in Adobe Acrobat and it should look something like this:



Thanks

We appreciate your support of EDM Today Magazine and the industry as a whole. And we are grateful that you trust EDM Today to help achieve your marketing goals.

We hope you find this guide helpful as you prepare your advertising material.

If you feel that you don't have the correct tools or expertise to properly create your ad file, you may want to explore the following options:

- Seek the help of a qualified design professional.
- Seek the help of a qualified agency.
- Let the experienced graphic design staff of EDM Today create your ad.

Please feel free to contact us if you have any further questions:
askroger@edmtodaymagazine.com

