

### PDF X-1a Workflow

We are only able to accept **PDF X-1a** files.

#### Tips on Submitting a Trouble Free PDF X-1a

1. All color photos must be CMYK.
2. All B&W photos must be grayscale.
3. All Pantone/spot colors must be converted to CMYK.
4. Large coverage of black\* must be converted to rich black (ex: C-40%, M-20%, Y-20%, K-100%)
5. Rich black body text must be converted to black only.
6. Minimum resolution for images is 350 dpi.
7. Bleed ads must have a bleed of .125" on all sides.  
**Please keep trim marks, register marks and color bars out of the entire print area, including the bleed area.**
8. Do not save a pdf from Word or Publisher.
9. Minimum text size is 6 pt for black text and 10 pt for color or knocked out text.
10. Files built using the transparency feature in Illustrator or InDesign could produce unpredictable and/or unexpected results. Some loss of quality may occur when printed, especially where a transparency overlaps text. All text and logos must be on top of any transparencies.
11. Maximum Ink Density\* or Dmax is 280% and for best quality, always follow our printers' guidelines of 300% total CMYK ink coverage.
12. Only use vector-based\*\* text.

*\*Ink Density: the total amount of ink that will be printed on the sheet of paper. Let's say you have an area where it is very black and the colors that make up that rich black are 100% Cyan, 95% Magenta, 90% Yellow and 100% Black. This would make the total ink density or Dmax 385%. Our printers require a Dmax of 300% or less to keep rich black from getting muddy and possibly clogging reverse type. High Dmax can also cause pages to stick together or offset. A Dmax that is higher than 300% will force the printers to lower the ink density, which would change the overall appearance of your ad.*

*\*\*Text set in Photoshop is raster text composed of pixels and is resolution dependent, whereas vector graphics are resolution independent and will print sharp. For the best results with text, we strongly recommend setting all text in a page layout program (Quark, Illustrator, InDesign).*

### Image Guidelines for Your Ad

Minimum resolution for all images is 350 dpi. Images that include line art, text or logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged over 100% may result in an effective resolution of less than 350 dpi. Please do not resample your images to obtain a higher resolution. Resampling (or upsampling) will result in a blurred image.

All images must be in EPS or TIFF format. We strongly discourage submission of JPEG, GIF, BMP or PICT images as these will result in loss of image quality. Avoid artwork taken from the Internet as it is typically 72-96 dpi and is unusable for print.

Digital cameras capture images at varying sizes at 72 dpi. To increase the resolution to 350 dpi, you will need to bring your images into some type of photo editing software (such as Photoshop) and change the physical size of the image. The best way to ensure quality output from your camera (2.1 Megapixels minimum) is to use the highest quality settings for all ads and images.

### Color Guidelines for Your Ad

**All 4-color ads must be in CMYK format. Any Pantone/spot colors will be rejected. Any RGB colors will be converted.** We cannot guarantee color accuracy for converted elements. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted.

For optimal quality, ghosted or screened text and/or elements must be more than 20% of the color that it lays over. This will ensure that the screened text or elements will show when printed.

#### ColorMatch Prints

While every effort is made to print within industry guidelines, color accuracy cannot be guaranteed without an industry-standard SWOP proof.

*Please mail SWOP proofs to:  
LUMINA MEDIA,  
2030 MAIN STREET, SUITE 1400,  
Irvine, CA 92614.*

### Where to Send Your Ad Pieces to Be Built

#### Email

Email digital ads to: **dirads@luminamedia.com**

\*Be sure to include magazine name, issue and advertiser name

#### Mail

Mail proofs and CDs to:

LUMINA MEDIA, LLC,

Attn: Production Dept

Dogs In Review

Issue \_\_\_\_\_

2030 Main Street, Suite 1400,

Irvine, CA 92614. USA

#### FTP

Upload files larger than 4 MB to our ftp site:

**ftp://ftp.luminamedia.com**

\*Be sure to drop your ad in the correct magazine folder

Mac Users:

You will need an FTP program such as Transmit (demo/free version available at [www.panic.com/transmit](http://www.panic.com/transmit), Full version requires a fee).

PC Users:

Just type **ftp://ftp.luminamedia.com** in your browser window to access our FTP site. Please contact your sales representative for the most current FTP login username and password.

After uploading your files to the proper "ads" folder, which can be found inside each title's folder, send an email to: **dirads@luminamedia.com** to notify us that your files are available. Please include the following information in your email:

- Advertiser Name
- Magazine/Issue for which the ad is intended
- Name of file that you uploaded to the site and location you placed file.
- Contact information

### Selecting Digital Images for Your Ad

Look for images that have been captured using the highest quality resolution setting of the camera.

#### Selecting Images to be Scanned

- Pay close attention to highlight and shadow detail.
- For highlights, detail needs to be present. A blown out image will remain blown out when reproduced. No details can be added.
- For shadows, detail needs to be present. If the shadows appear very dark on the original, only a limited amount of lightening in that area can be done without flattening the image.
- Do not send laser prints, or third generation prints.

#### Tips

- For "best" quality digital images: provide image straight from digital camera.
- For "good" quality reflective images: submit printed photographs to Production for image processing.
- If you must scan your images at your home studio always use the "highest quality" settings of your scanner. Use the scanner in "automatic" mode with these highest quality settings (should be available from a menu of options).
- All images should be provided at 300 dpi.
- All reflective images scanned should always be scanned at the "highest quality" settings of the scanner.
- All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted elements.
- Do not color-correct your images even when converting from RGB to CMYK.

MAGAZINE TRIM SIZE: 9 1/8" x 10 7/8" FULL PAGE BLEED: 9 3/8" x 11 1/8"

**Bleed Ad Sizes**

|               | Trim Size |         | Bleed Dimensions |         | Live Area |        |
|---------------|-----------|---------|------------------|---------|-----------|--------|
|               | Width     | Height  | Width            | Height  | Width     | Height |
| Full pg       | 9.125"    | 10.875" | 9.375"           | 11.125" | 8.375"    | 10"    |
| * 2 pg spread | 18.25"    | 10.875" | 18.5"            | 11.125" | 17.5"     | 10"    |
| 2/3 pg Vert   | 5.75"     | 10.875" | 6"               | 11.125" | 5"        | 10"    |
| 1/2 pg Horz   | 9.125"    | 5.375"  | 9.375"           | 5.625"  | 8.375"    | 4.5"   |

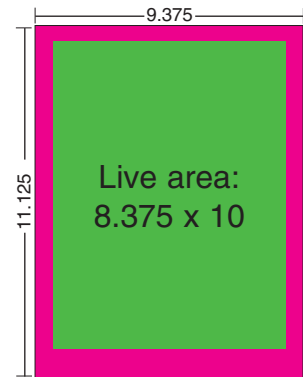
\*2 page spreads have a gutter safety of .75"

**Non-Bleed Ad Sizes**

|               | Trim Size Width | Height |
|---------------|-----------------|--------|
| Full pg       | 8.375"          | 10"    |
| * 2 pg spread | 17.5"           | 10"    |
| 2/3 pg Vert   | 5.5"            | 10"    |
| 1/2 pg Horz   | 8.375"          | 4.875" |
| 1/3 pg Vert   | 2.667"          | 10"    |

**How to Set up Safety Area:**

- Safety area for top & sides  
.5 (1/2) in from Bleed edges
- Safety area for bottom:  
.625 (5/8) in from Bleed edge
- Total live area:  
8.375 x 10



\*2 page spreads have a gutter safety of .75"