

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 266 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 is 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 266 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 266 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 266 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.

For more information on selecting images for your ad, please see page 4.

Color Guidelines for Your Ad

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

Send My Ad

All ads need to be uploaded directly to our new online preflight program – “Send My Ad.” Your artwork will be processed instantly and you will receive feedback on anything that needs to be corrected on your ad. You will also see a preview of your preflighted ad.

To access our system, go to
<https://luminamedia.sendmyad.com>.
First time users will be asked to create an account.

To upload your ad, click on “Send Files” from the left-hand menu under Actions. Select the magazine, ad size, color type, proof type and the issue your ad will be featured in.

Note: once you select your ad size, the bleed and safety requirements will pop up directly underneath.

Click on the “Choose Files” button at the bottom of the page. You will then see the standard Browse menu. Select your file and upload.

Note: the system can only accept **PDF X-1a** files. Make sure that your file is not within a zipped folder as the system will not recognize zip folders.

Your file will be instantly processed by the system and you will receive a preview on screen of your ad with the trim, bleed and safety lines. Please visually proof your ad to make sure all text/logos are within the safety area.

You can review any warning messages that appear on the right-hand side of the screen. Each warning will have a button you can click for more information. If you have any questions about what the warnings mean, please contact the production coordinator for that title.

You will see an “Approve” or “Reject” button on the right-hand side. If you do not see the “Approve” option, it means that your ad will need to be revised before we can accept it. Please review the warnings and upload a revised version of your ad to proceed.

Once you have reviewed the warnings and have either uploaded a revised ad or approved the ad with warnings, Lumina Media will receive your print-ready artwork.

Frequently Asked Questions

Why does the system reject any ad with spot colors?

We have experienced issues with spot colors being used with transparencies. When these two items are used together it can cause images to print incorrectly. You will need to convert all spot colors to CMYK before uploading your ad so that these print issues can be avoided.

Why can I still see crop marks on my ad after I've repositioned?

The system cannot always detect crop marks from the rest of the ad. If you can visually see the crop marks within the live/bleed area of the preview then the crop marks will be visible in the final print ad. You will need to revise your file and either delete the crop marks or move them underneath the artwork and upload a new version.

Why is the system not letting me upload another ad?

The system has an upload limit per ad size/advertiser. If you are trying to upload multiple ads for one issue or if you need to upload a revision and get a message that you have reached the upload limit, please contact the production coordinator for that title to approve additional uploads.

Why does the system say that my ad isn't the correct trim size?

The system reads the trim/bleed size from your original file. If you build your native files with the exact trim size of the ad you will not receive this warning. If the preview of your ad looks like the correct size, you can use the reposition button and just hit Trim and Save without moving anything.

You can also receive this message if you included a filename, color bars or crop marks in your file. You can use the reposition tool to trim the ad to the correct size.

If your ad is the incorrect size and you can visually see in the preview that it is not fitting within the spec lines, you will need to resize your original artwork files and upload a new version of your ad. Ads can only be scaled proportionately within the system and should not be scaled more than 5% up or down. If you are scaling the ad up in size, this might cause your text to go out of the safety area so be sure to look at the preview again before approving.

Print Advertising Specifications

Consumer & Annual Titles

Consumer Titles

Catster
Chickens
Dogster
Hobby Farms
Horse Illustrated
Lucky Puppy

Rat Rod
Reptiles
Young Rider

Annual Titles

Aquarium USA
Bird Talk Annual
Kittens 101
Ponds USA
Puppies 101
Rabbits USA

MAGAZINE TRIM SIZE: 7.875" x 10.5" FULL PAGE BLEED: 8.125" x 10.75"
Pages are 3 columns wide, one ad column is 2.187" x 9.687"

Bleed Ad Sizes

	Trim Size		Bleed Dimensions		Live Area	
	Width	Height	Width	Height	Width	Height
*2 pg Spread	15.75"	10.5"	16"	10.75"	15.125"	9.875"
*2 pg1/2 Horz Spread	15.75"	5.562"	16"	5.812"	15.125"	4.5625"
Full pg	7.875"	10.5"	8.125"	10.75"	7.25"	9.875"
2/3 pg Vert	5.4375"	10.5"	5.6875"	10.75"	4.4375"	9.875"
1/2 pg Horz	7.875"	5.562"	8.125"	5.812"	7.25"	4.5625"
1/2 pg Vert	5.4375"	7.8125"	5.6875"	8.0625"	4.4375"	6.8125"
1/3 pg Square	5.4375"	5.4375"	5.6875"	5.6875"	4.4375"	4.4375"
1/3 pg Vert	2.937"	10.5"	3.187"	10.75"	1.9375"	9.875"

*2 page spreads have a gutter safety of .625"

Non-Bleed Ad Sizes

	Trim Size Width	Height
*2 pg Spread	15"	9.687"
*2 pg1/2 Horz Spread	15"	4.687"
Full pg	7.125"	9.687"
2/3 pg Vert	4.65"	9.687"
1/2 pg Horz	7.125"	4.687"
1/2 pg Vert	4.65"	7.125"
1/3 pg Square	4.65"	4.65"
1/3 pg Vert	2.187"	9.687"
1/4 pg Square	4.65"	3.5"
1/4 pg Vert	2.187"	7.375"
1/6 pg Horz	4.65"	2.375"
1/6 pg Vert	2.187"	4.625"
1/10 pg	2.187"	2.875"
1/12 pg	2.187"	2.375"
2 inches	2.187"	2"
1 inch	2.187"	1"

*2 page spreads have a gutter safety of .625"

Shopper and Marketplace Ad Sizes

	Non-Bleed Width	Height
Single shopper	2.25"	3"
Double Horz Shopper	4.625"	3"
Double Vert Shopper	2.25"	6.125"
Marketplace Ads	2.25"	2,3,4,5"

See classified ad sizes on page 5.

Purchase a specialty-size ad to increase your exposure to our readers. Ask your sales rep for more information.

Classified Ad Sizes

Note: These classified ad sizes and tips are excerpts from the detailed specifications found on pages 1-3. For additional information please refer to the complete specifications as noted.

Applications

The current programs in use at Lumina Media are:

- QuarkXpress 6.5
- Adobe Creative Suite 6
 - *Photoshop, Illustrator, InDesign and Acrobat

Fonts

All font files (screen fonts and printer fonts) must be included with the digital advertisement. All ads should be built with Macintosh Postscript Type 1 fonts). Any other fonts that have issues (e.g. PC TrueType fonts) will either be substituted with best matching Macintosh Type 1 Postscript font or converted to Postscript at our discretion.

Note: Since we are Macintosh-based we can't guarantee the use of PC TrueType fonts. Converting your text to outlines or paths will help avoid any potential font problems.

Please remember that Open Type fonts are not reliable and may print with unpredictable results.

Minimum Text Sizes: 6 pt for black type 6-10 pt for colored or knocked out type.

Color

All 4-color ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. Color accuracy cannot be guaranteed without an industry-standard SWOP proof.

Image Guidelines

All high resolution images must be included with the digital advertisement. Minimum resolution for all images is 266 dpi. Images that include line art, text and logos should be 600 dpi for best results. Lower resolutions will result in poor quality. Artwork enlarged over 100% will result in an effective resolution of less than 266 dpi.

Although all images must be in EPS, TIFF, or PDF format, we will accept native output files from Adobe Illustrator (.ai) and Adobe Photoshop (.psd). We strongly discourage submission of JPEG, GIF, BMP, and PICT images as these will result in loss of image quality. Avoid artwork taken from the Internet, it is typically 72-96 dpi

and is unusable for print. Breeder Portrait images need to be at least 2" in height @266 DPI minimum.

Digital Camera Images

Digital cameras capture images at 72 dpi. Images and/or ads submitted at this resolution will need some manipulation to pass preflight. To increase the resolution to 266 dpi, you will need to bring your image into some type of photo editing software (such as Photoshop) and change the physical size of the image (make sure to uncheck the "resample" option.) The best way to ensure quality output from your camera is to use the medium to high quality settings for fractional ads and high to highest quality settings for full page ads.

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.

Where to Send your Materials

- Ads should be submitted in compliance with our specifications as outlined above.
- Print quality of your ad may be compromised if it does not meet these specifications.
- Your materials may be unacceptable if they do not comply with these specifications.

Email

Files submitted by email should be compressed (e.g. Stuffit, WinZip, PKZip)

FTP

Large files can be transmitted to us via our FTP site: **ftp://ftp.luminamedia.com**. You will need an FTP program such as Fetch or Transmit (for the Macintosh) or Wsftp (www.wsftp.com - for PC users) to send files. Please contact your sales representative for the most current FTP log-in user-name and password. Files sent by FTP should be put in one folder and compressed before sending (use Stuffit (Mac), WinZip or PKZip (PC)). Send a notification email that includes the name of the file.

Classified Gallery Ads

	Non-Bleed Dimensions		Live Area		Bleed	
	Width	Height	Width	Height	Width	Height
2 pg Spread	15"	9.687"	15"	9.687"	16"	10.75"
Full Pg	7.125"	9.687"	7.125"	9.687"	8.125"	10.75"
1/2 pg	7.125"	4.687"				
1/4 pg	3.375"	4.687"				

Boxed Breeders Ads

	Width	Height
1 Column	2.167"	1" to 9"

Classified Photo Ad Sizes

	Width	Height
Champion	2.3"	2.3"
Showcase YearBook DogStar	1.625"	1.625"
Portrait	2.167"	2"

Online Ad Images
 90 x 100 pixels