

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.

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

Popular Titles

Popular Titles

- Popular Series - Birding
- Popular Series - Cat
- Popular Series - Critters
- Popular Series - Dog
- Popular Series - Farm
- Popular Series - Gardening
- Popular Series - Horse
- Popular Series - Kitchen
- Popular Series - Puppies

MAGAZINE TRIM SIZE: 8" x 10 7/8" FULL PAGE BLEED: 8.25" x 11.125"
 Pages are 3 columns wide, one ad column is 2.25" x 10"

Bleed Ad Sizes

	Trim Size		Bleed Dimensions		Live Area	
	Width	Height	Width	Height	Width	Height
*2 pg Spread	16"	10.875"	16.25"	11.125"	15.5"	10.375"
*2 pg 1/2 Horiz. Spread	16"	5.75"	16.25"	6"	15"	4.75"
Full pg	8"	10.875"	8.25"	11.125"	7.5"	10.375"
2/3 pg Vert	5.625"	10.875"	5.875"	11.125"	4.625"	10.375"
1/2 pg Horz	8"	5.75"	8.25"	6"	7"	4.75"
1/2 pg Vert	5.625"	8.25"	5.875"	8.5"	4.625"	7.25"
1/3 pg Square	5.625"	5.75"	5.875"	6"	4.625"	4.75"
1/3 pg Vert	3.25"	10.875"	3.5"	11.125"	2.25"	10.375"

To set up bleed ads:
 Safety area for sizes in red frame
 .375 (3/8) in from Bleed edges
 Safety area for sizes in blue frame
 .625 in from Bleed edges
 all four sides for live area.
 *1/3 pg. Vert. needs .625 on right and left and .375 top and bottom
 Example: Full Page Bleed

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

Non-Bleed Ad Sizes

	Trim Size Width	Height
*2 pg Spread	15"	10"
*2 pg 1/2 Horiz. Spread	15"	4.875"
Full pg	7"	10"
2/3 pg Vert	4.625"	10"
1/2 pg Horz	7"	4.875"
1/2 pg Vert	4.625"	7.375"
1/3 pg Square	4.625"	4.875"
1/3 pg Vert	2.25"	10"
1/4 pg Square	4.625"	3.625"
1/4 pg Vert	2.25"	7.375"

	Trim Size Width	Height
1/6 pg Horz	4.625"	2.375"
1/6 pg Vert	2.25"	4.875"
1/10 pg	2.25"	2.875"
1/12 pg	2.25"	2.375"
2 inches	2.25"	2"
1 inch	2.25"	1"

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

