

allanimals



“
All Animals
continues to make
a huge impact
on readers. It is
a very powerful
example of
what is possible.

—Elaine Harmon, Texas



THE HUMANE SOCIETY
OF THE UNITED STATES

Magazine Specifications

Final page trim size is 8.25" x 10.875". Heat web offset printing with saddle stitch binding. Four-color process (CMYK) with 0.125" bleed on all sides. Live content no closer than 3/8" to trim edge. Effective resolution of 350 dpi for all bitmapped images—job prints at 175 lpi.

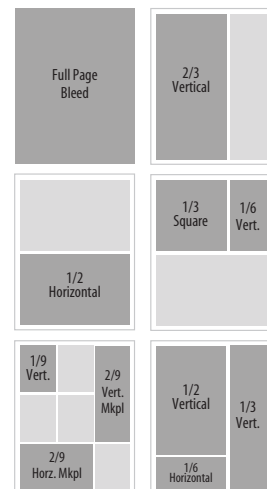
A PDF/X-1a:2001 file is the only acceptable format for all ads. All other files—including QuarkXPress, InDesign, Illustrator, Word, EPS, JPEG—will not be accepted.

Proofs must conform to Specifications for Web Offset Publications (SWOP) standards in order for us to guarantee color matching. Off press or digital color proofs are acceptable, but they must be produced on a SWOP-certified proofing system. For a list of SWOP-certified proofing systems, visit swop.org. Proofs must be submitted at 100% size with a SWOP-approved color bar. You are not required to submit a hard-copy proof, but without a SWOP-certified printed proof we cannot be held responsible for faithful color matching.

All materials should be at our offices no later than the material closing date. Materials arriving after this date will only be accepted with the express approval of the advertising manager or *All Animals* production designer. Advertisers are responsible for all content and making any corrections. Materials that do not conform to these specifications will not be accepted. Any changes must be made by the advertiser and resubmitted before the material closing date.

Upload files to our FTP server at humanesociety.org/advertising or send a disc (CD or DVD only) and a printed proof to *All Animals* at the address noted below. Please include full contact information, company name, a copy of the insertion order, and the issue date with any mailed submission. We do not return submitted materials or accept files through e-mail. We send e-mails confirming our receipt of submissions uploaded to our FTP server. Let us know if you have any questions or problems, and we will be happy to help.

| Ad Sizes | Width | Height |
|----------------------------|--------|---------|
| Trim Size | 8.25" | 10.875" |
| Full Page Bleed/Back Cover | 8.75" | 11.375" |
| 2/3 Vertical | 4.667" | 9.875" |
| 1/2 Vertical | 4.667" | 7.219" |
| 1/2 Horizontal | 7.125" | 4.854" |
| 1/3 Square | 4.667" | 4.854" |
| 1/3 Vertical | 2.208" | 9.875" |
| 1/6 Vertical | 2.208" | 4.854" |
| 1/6 Horizontal | 4.667" | 2.489" |
| 1/9 Marketplace | 2.563" | 3.343" |
| 2/9 Marketplace Hor. | 5.157" | 3.343" |
| 2/9 Marketplace Vert. | 2.563" | 6.716" |



To upload advertisements, visit our FTP server at humanesociety.org/advertising.

For back cover guidelines and instructions on how to prepare your ad in a PDF/X-1a:2001 file format, visit humanesociety.org/adinfo and click on *All Animals* ad specs.

Send questions about ad specifications to production@humanesociety.org.

Please send hard-copy proofs to:
The Humane Society of the United States
Attn: Publications Dept. / All Animals
700 Professional Dr.
Gaithersburg, MD 20879

Production and printing of *All Animals* are based on a PDF workflow, in which all of the magazine's pages are submitted to the printer as single-page PDF files. Preparing the PDF ads using the same settings ensures minimal production and output problems, and PDF/X-1a:2001 is an international PDF standard that makes it possible for all parties involved to know that their files will move from the designer to the final, printed magazine with no surprises.

All of the major professional design applications—QuarkXPress and Adobe InDesign and Illustrator—ship with a PDF/X-1a:2001 preset. In addition, after you make the few adjustments needed for *All Animals* (see below), you can save your own PDF/X-1a preset specifically for this magazine. This makes preparing your PDF/X-1a:2001 a one-button operation, just as easy and more foolproof than gathering native files for output.

How To Prepare Your Ad in PDF/X-1a:2001 Format

QuarkXPress 7

The page size for *All Animals* is 8.25" x 10.875". Make this your page size in QuarkXPress. If you are creating a full page ad it will require bleeds, so add bleed guides at 0.125" (p9) outside the page area on all four sides of the page. Make sure all bleeding elements extend to the bleed guides. Fractional ads do not require bleeds.

Before making the PDF, make sure that the document contains no spot colors: Select **Colors...** from the **Edit** menu. In the resulting dialog, first select **Colors Not Used** from the pop-up menu at the top. Select all, and click the **Delete** button—this will delete any custom colors that are not used. Now select **Colors In Use** from the pop-up menu at the top. Starting at the top of the list, select each color and make sure **Separated color**, followed by CMYK percentages, appears in the information field under the scrolling list. If a color shows as a **Spot color** or shows RGB percentages for the separations, take the necessary steps to convert that color to CMYK.

To make the PDF, in the **File** menu select **Export -> Layout as PDF...** In the resulting **Export as PDF** dialog, make sure you have navigated to a place where you will be able to find the PDF. From the **PDF Style** pop-up menu at the bottom of the dialog, select **PDF/X-1a:2001**. Then click the **Options...** button, which will bring up the **PDF Export Options** dialog.

You only need to change a couple of things from the preset values. Click on **Color** in the list at left, and from the **Setup** pop-up menu (under **Color Options**), select **Composite CMYK**. Then click on **Marks** in the list at left, and enter **0.125" (p9)** in the **Offset** field. Then click on **Bleed** in the list at left, and enter **0.125" (p9)** in the **Amount** field. Click **OK**. Now you should be back in the main **Export as PDF** dialog. Click **Save**. You have successfully created your PDF/X-1a:2001 formatted ad.

Adobe InDesign CS3

The page size for *All Animals* is 8.25" x 10.875". Make this your page size in InDesign. If you are creating a full-page ad it will require bleeds, so select **Document Setup...** from the **File** menu. In the resulting dialog, set all four **bleed values** to **0.125" (p9)**. You may have to click on the **More Options** button to set the bleed values. Once you have set the bleed values, you will have bleed guides on the page: Make sure all bleeding elements extend to the bleed guides. Fractional ads do not require bleeds.

Before making the PDF, make sure that the document contains no spot colors: Select **Preflight...** from the **File** menu. In the resulting dialog, the **Summary** pane should show **4 Process Inks; 0 Spot Inks**. If it shows anything other than this, click on **Colors and inks** in the list at the left of the dialog, identify any spot or RGB colors, and take the necessary steps to convert these colors to CMYK.

To make the PDF, in the **File** menu select **Adobe PDF Presets -> [PDF/X-1a:2001]...** In the resulting **Export** dialog, make sure you have navigated to a place where you will be able to find the PDF. Click **Save**, which will bring up the **Export Adobe PDF** dialog.

You only need to change a couple of things from the preset values. Click on **Marks & Bleeds** in the list at left, which takes you to the Marks & Bleeds settings. Under **Marks**, check **All Printer's Marks**. Change the value for **Offset** to **0.125" (p9)**. Under **Bleed and Slug**, check **Use Document Bleed Settings**. Click on **Export**. You have successfully created your PDF/X-1a:2001 formatted ad.

Adobe Illustrator CS3

The page size for *All Animals* is 8.25" x 10.875". To ensure that the marks are in the right place, make your artboard the same as the page size. If you are creating a full-page ad it will require bleeds, so add guides for a 0.125" (9 pt) bleed allowance on each side. Then position the art accordingly on the artboard, making sure that all bleeding elements extend to the bleed guides. Fractional ads do not require bleeds.

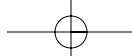
Before making the PDF, make sure that the document contains no spot colors: Select all, and from the **Edit** menu, select **Edit Colors > Convert to CMYK**.

To make the PDF, select **Save As...** from the **File** menu. In the **Save** dialog, select **Adobe PDF** from the pop-up menu at the bottom of the dialog and make sure you have navigated to a place where you will be able to find the PDF. Click **Save**, which will bring up the **Save Adobe PDF** dialog.

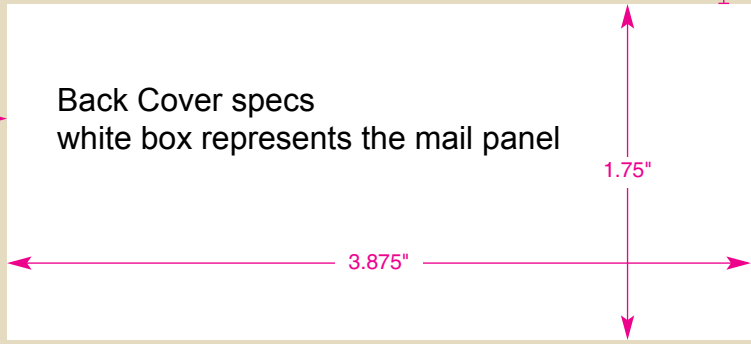
In the **Adobe PDF Preset** pop-up at the top of the dialog, select **[PDF/X-1a:2001]**. You only need to change a couple of things from the preset values. Click on **Marks & Bleeds** in the list on the left, which takes you to the Marks & Bleeds settings. Under **Marks**, check **All Printer's Marks**. Change the value for **Offset** to **0.125" (9 pt)**. Under **Bleeds**, make the value **0.125" (9 pt)** on all four sides. Click on **Save PDF**. You might get a dialog after this telling you that you will not be able to edit the PDF in Illustrator. That is all right, because you performed a **Save As...** at the beginning of the process, so click **OK**. You have successfully created your PDF/X-1a:2001 formatted ad.

If you have questions about how to prepare your ad in PDF/X-1a:2001 format, you may send your questions to production@humanesociety.org.





Op9 (.125") bleed



10.875"

8.25"

3.625"

3.875"

1.75"

.25"

