

CAMERA-READY SPECIFICATIONS

Fly Magazine accepts camera-ready and electronic files of ads that meet the following specifications. Please read the specifications carefully. Many popular file formats and personal layout programs will not provide adequate results for newsprint printing and are therefore unaccepted by Fly Magazine.

Electronic files up to 3MB should be compressed using Stuffit Deluxe (Macintosh) or WinZip (Windows) and e-mailed to the appropriate sales associate. Any file larger than 3MB must be submitted on CD-ROM or DVD-R.

If you have any questions regarding these specifications, please contact the Fly Magazine art department at 717-293-9772.

Quark Xpress:

1. Files must be created on the Macintosh platform. Windows PC files are not acceptable.
2. Quark application versions 3.3, 4.1, and 5.0 are accepted. Quark 6.0 files are not currently accepted.
3. All document fonts must be included. Only Type 1 (postscript) fonts are accepted, and must contain both the screen and printer font versions. True Type fonts or Open Type fonts are not accepted.
4. All graphics must be included on the disk, not just "placed" in the layout. The resolution for placed graphics is 200 dpi at the actual size in the layout. Graphics that do not have sufficient resolution will be printed as-is.
5. All font attributes (bold, italic, etc.) must be specified without using the formatting pallet buttons. The appropriate font and weight must be chosen from the list of available fonts. The strikethrough, outline, and shadow buttons may not be used.

Adobe Acrobat (PDF):

1. Files may be created on the Macintosh or Windows PC platform.
2. Acrobat application versions 4, 5, and 6 are accepted.
3. All document fonts must be embedded into the PDF document. Embedding fonts incorrectly will lead to font substitutions, and therefore an unacceptable file.
4. Compression may be used on graphics. Bicubic downsampling with Zip or JPG compression (8-bit) should be used for color and grayscale images, with resolution set to 200 dpi. Monochrome images should be downsampled to 600 dpi.
5. Color management should not be applied.

Tag Image File format (TIF):

1. Files may be created on the Macintosh or Windows PC platform.
2. Resolution of ad should be 250 dpi at 100% size.
3. Color mode should be Grayscale for black & white ads, CMYK for color ads.
4. Files should be saved without compression applied, and in standard TIF format (TIFF-IT is not supported)
5. Color management (ICC profiles) should not be applied.
6. Total ink limit should be set to 240%

Adobe Illustrator (EPS):

1. Files must be created on the Macintosh platform. Windows PC files are not acceptable.
2. Illustrator eps files must be saved as version 9.0 or lower.
3. All text must be converted to curves
4. Placed images should be bundled in the eps file, and supplied on disk as well.
5. Color ads should be in CMYK color, with total ink limit set to 240%
6. Color management (ICC profiles) should not be applied.

Ad Size	Mechanical Dimensions (W x H)
2 INCH	(2.4" x 2")
3 INCH	(2.4" x 3")
4 INCH	(2.4" x 4")
5 INCH	(2.4" x 5")
1/8 PAGE	(5" x 3.35")
1/4 PAGE	(5" x 6.9")
3/8 PAGE	(5" x 10.5")
1/2 PAGE	(5" x 14" or 10.2" x 6.9")
3/4 PAGE	(7.5" x 14")
FULL PAGE	(10.2" x 14")
1 col. = 2.4"	
2 col. = 5"	
3 col. = 7.5"	
4 col. = 10.2"	