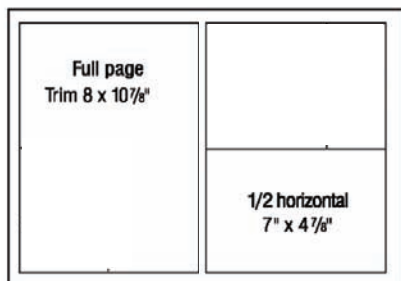


MECHANICAL REQUIREMENTS

AD SIZES

	WIDTH	X	HEIGHT
Full page bleed	8-1/4"	x	11-1/8"
Full page trim	8"	x	10-7/8"
Full page non-bleed	7"	x	10"
1/2 horizontal	7"	x	4-7/8"



Magazine trim size is 8." x 10.875"
Full-page ads that bleed must extend at least 0.25" beyond trim size. Keep all live matter 0.5" from trim on all sides.

SENDING MATERIALS

Compatible media:

CD or DVD. FTP or email.

E-mail:

ads@americasfitnessmagazine.com

Mail:

Americas Fitness Magazine
6601 Plainfield Ave.
Cleveland, Ohio 44144

QUESTIONS?

Email: ads@americasfitnessmagazine.com

PC FILES: Supply ad as high-resolution PDF, TIFF, JPEG, or outlined EPS.

FILES REQUIREMENTS (MAC ONLY)

PDF ****PREFERRED FORMAT****

- Embed fonts — Do not use TrueType fonts. Use Type 1 or Open Type fonts only.
- Supporting images must be converted to CMYK and not saved as RGB.
- High-resolution images — 300dpi.

QUARKXPRESS 6.2 AND INDESIGN CS2

- Include all Graphics, screen and printer Fonts as detailed below.
- Convert spot and Pantone colors to CMYK with Spot Color off.
- Do not use Type Style menu to force bold, italic, etc.

ILLUSTRATOR CS2

- Save as EPS.
- Convert text to paths or outlines.
- Images should be CMYK. Do not place RGB images.

PHOTOSHOP CS2

- Save as TIFF. No JPEGs.
- Construct ad at 300 dpi.
- Must be CMYK or Grayscale — No RGB images or spot colors.

GRAPHICS

- Must be CMYK or Grayscale — No RGB images or spot colors.
- Resolution: 300 dpi for photos, 600 dpi for bitmap files.
- Set digital camera's resolution at its highest setting or 1600 x 1200 pixels.
- Make sure bleeds extend 0.25"

Because of differences in equipment, paper and inks, imposition color conflicts and other conditions between proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job may occur and will constitute acceptable delivery. Proofs must be supplied on all four-color advertising. Publisher assumes no liability if electronic proof does not accurately reflect supplied files.

FONTS

- Include all screen and printer fonts — Do not use TrueType fonts.
- EPS files should have type converted to paths or outlines.

CLIENT APPROVALS

All ads, including those not requiring alterations, are submitted for client approval. Clients are asked to confirm no communication or technical errors have occurred in the processing of their ad.

All ads are proofread, but no suggested changes are made without client approval.

PRODUCTION CHARGES

Advertisers needing ad production will be charged for electronic design, photo-manipulation, and design at prevailing rates. Minimum charge is \$25. Supplied ads needing additional production will also be charged at prevailing rates.

GENERAL INFORMATION

Bleed: additional 10% charge.

Preferred Position: .

Inserts, Multipage ROP, Cards: Rates quoted on request.

Reprints: Rates quoted on request.