

MECHANICALS & DELIVERY

AD SHUTTLE INFO	Please upload your PDF x-1a (preferred) to www.adshuttle.com First time users must register before uploading materials. Please do not stuff or zip files. Files on disc are not accepted.
SPECIFICATIONS	Build page to trim and extend bleed 1/8" beyond page edge. Keep live matter 1/4" from final trim. All elements to be placed at 100% with no rotation or cropping. Pantone colors must be in CMYK mode Color builds should not contain any color less than 5%. Reproduction of tints built from less than 5% is not guaranteed. All images must be 300 dpi; 133 line screen. Maximum ink density: 300%
TYPE REPRODUCTION	Type should never be less than 6 point boldface. Fine and/or serif type should be used at a minimum. Reverse type: When lettering reverses out of CMYK, the type should not be less than .007" (the thickness of a 1/2 point rule) at the thinnest part of a character. The dominant color should be used for the shape of the letter and subordinate colors spread slightly to minimize registration issues.
FONTS	Font information should include manufacturer, font name, and version. Do not apply style attributes to font (bold, italic). Instead, use a different version of the font (e.g. Helvetica Bold).
COLOR CALIBRATION	Include 5%, 25%, 50%, 95% and 100% Cyan, Yellow, Magenta, and Black control patches.
PROOFS	One (1) proof must accompany each ad. See www.swop.org for more information Accepted types of proofs are: Kodak Approval, Iris, or DuPont Waterproof All proofs must have color bars. SWOP standards, GATF/SWOP approved scales, targets, and control patches.
PRODUCTION QUESTIONS	Steve Pang SPang@maxim.com 212.372.8648
SEND PROOFS TO	MAXIM Inc. 268 W 44th Street, 5th Floor New York, NY 10036 Attn: Steve Pang
UPLOAD PORTAL	www.adshuttle.com First-time users must register before uploading materials

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