DEADLINES

All ads arriving in finished form should be delivered no later than Wednesday at 5:00pm, 14 days prior to publication date. Materials for ad builds (text, show listings, images) should also arrive no later than Friday at 5:00 pm. Anything submitted after this deadline is subject to space availability and may not receive a proof (unless a previous arrangement has been made with your advertising representative).

DELIVERY

« BendNest accepts electronic files on CD, jump drive and by e-mail. E-mail ads directly to your BendNest sales representative.

« Also, PLEASE ensure that the subject line of your e-mail includes the name of the advertiser and the date the ad is to run.

« Ads produced outside of BendNest should be sent to us as complete digital files. Please build the ad to the exact size (see size sheet for dimensions), with no crop marks, color key, or excess white surrounding the image area. Ads are force-fit to their bounding box on the page, therefore any ads that do not conform to our sizes will suffer some distortion.

APPLICATION–SPECIFIC REQUIREMENTS

These are file types we accept, in order of preference:

ACROBAT FILES (PDF)

These files must be in their final version, since we cannot make any changes to them.

  « Your Adobe PDF Preset should be PDF/X-1a.

  « Embed all fonts, or convert text to outlines. If the PDF arrives with missing fonts, we will rasterize the ad, which may impact the print quality.

  « Spot color ads must be built as a 4-color process.

ADOBE ILLUSTRATOR (ALL VERSIONS)

Please be sure to OUTLINE all the fonts and include all linked IMAGES with these files .

ADOBE INDESIGN (ALL VERSIONS)

Include all fonts and images or export the file to EPS with all fonts outlined.

PHOTOSHOP (ALL VERSIONS)

Please send flattened artwork in .tiff or .jpg format at 300 dpi.

WE CANNOT ACCEPT OR READ PUBLISHER, QUARK, PAGEMAKER OR MS WORD FILES.

IMAGE QUALITY, RESOLUTION, AND COLOR SPECIFICATIONS

« All artwork should be at least 240 dpi; 300 dpi is preferred for finished ads.

« Please make sure colors are designated CMYK (RGB or PMS spot color designation).

« Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small variations in registration.

« Do not reverse text below 10 points on dark color backgrounds. They may get washed out or filled in when printing. The same applies for reversed type (white type on a black or color background). Blacks should be created as 100% K, or K plus one other color. Never create a black out of all four colors. This also applies to lines, boxes, or objects made with 4-color black.

BENDNEST CANNOT GUARANTEE EXACT COLOR MATCHING OR PERFECT REGISTRATION.