

Materials

Advertisers are required to submit materials in electronic format. A copy of the insertion order should accompany all ad materials.

Media

Ads must be submitted on CDs, USB Flash Drive or electronic transfer file. (please call for electronic transfer file information).

File Types

Native application files for Quark, Illustrator, PageMaker and InDesign, FreeHand and PDF files properly saved in HiRes cmyk with all fonts included, are accepted.

Please call for clarification. (408) 748-1600 Ext. Prepress.

Linework

1200 dpi bitmap format.

Photo Specifications

- Resolution 300 dpi. Save all photos in TIFF or EPS format.
 - Do not enlarge images over 110% or reduce under 30% in Quark. Scaling outside these parameters must be done in Photoshop.
- BW:** Must be in Grayscale mode.

Color

CMYK mode, not RGB. For 4 color black (dark black) Maximum overall density 280%.

Set up should be: Cyan 40%_Mag 30%_Yell 30%_Black 100% or background black should be the same as 4 color black on photoshop image if any. Professional scans are recommended.

Quark

- CMYK process colors defined in Quark must have the Process Separation box checked under the Edit Colors dialogue box.
- **Do not use** Quark EPS files in your ad.

Illustrator

- When possible, set all type in Illustrator, then convert to outlines when you import the final image into Quark. This cancels out the need to supply typefaces and negates copy reflow when output.
- When creating CMYK ads, Pantone colors must be converted to CMYK. Use of Pantone colors is sold at an upcharge on a limited basis. Contact your Prepress department for details.
- All placed images must be links or embedded and provided with the Illustrator file. Images must comply with photo specifications.

InDesign

- When creating layout in InDesign all placed images/graphics used in the file must be provided in a folder called Links.
- All the fonts can be converted to outlines, if there is no corrections to text. However it is best to provide all of the fonts used in the artwork or booklet.

General

- Application file page size should be created to the actual trim size (5 3/8" x 8 1/2"). Then extend bleed windows .125" beyond them.
- All screen and printer fonts used in the document must be supplied. Each font family must be in its own suitcase. TrueType fonts cannot be used under any circumstances.
- Supply all of the imported images used
- Supply a printed directory of the transfer media.

Proofs

- Supplied proofs must be actual size with no corrections noted. PDF proofs are acceptable
- Theatre Publications is not liable for final output of ads submitted without proofs.
- For ads submitted without SWOP proofs as indicated above, Theatre Publications will not accept liability for color fidelity of the ad.

SPACE DIMENSIONS		
Page Sizes	Width"	x Height"
Full Page		
<i>(Trim)</i>	5 3/8	8 1/4
<i>(Safe Copy Non bleed)</i>	4 3/4	7 5/8
<i>(Bleed) allow 1/8", each side</i>	5 5/8	8 1/2
1/2 page <i>Vertical</i>	2 5/16	7 5/8
1/2 page <i>Horizontal</i>	4 3/4	3 3/4
Center Spread		
<i>(Trim)*</i>	10 3/4	8 1/4
<i>(Safe Copy Non bleed)</i>	10 1/8	7 5/8
<i>(Bleed) allow 1/8" each side</i>	11	8 1/2
<i>(Gutter Safety)</i> Allow 3/8" each side (3/4"total)		