

## Digital Requirements

### MEDIA & FILE FORMATS

**Preferred Media Format:** CD ROM.

**Preferred File Format:** TIFF or flattened EPS. RGB images will not be accepted.

**Alternate File Formats Accepted:** Adobe PDF. Please make sure all images are CMYK and 300dpi before saving. All PDFs must include fonts.

**PC Users** must provide hi-res PDF or TIFF files.

**Image Requirements:** All images provided for ads should be final, color-corrected, hi-resolution (300 DPI) CMYK files. We do not support spot or metallic colors. TIFF or EPS file type recommended. Hi-res images should not be scaled more than 115% to maintain image quality. Maximum 300-line screen. Reverse type must be no smaller than 8 point. Please do not use the following characters in filenames:

? " \ / < > \* | = + [ ] . , ; ^

### BUILDING FILES IN THE MACINTOSH FORMAT

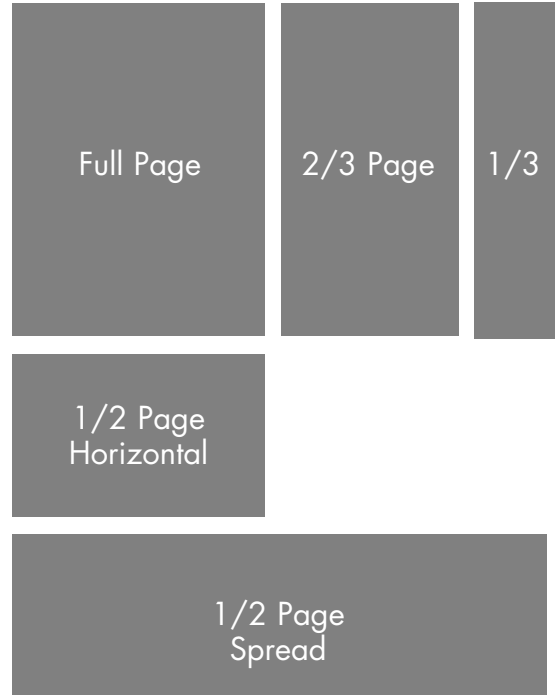
**Bleed** image areas must be setup by extending the picture box by 1/8" on all four sides beyond the pasteboard. Please do not build into the page anything outside of the pasteboard except bleed. When submitting **Adobe Illustrator EPS** files, please outline all fonts and avoid layering or anything that will create problems in processing or RIPping of the file. Cropping and rotation should be done in the Photoshop application rather than in the Quark or InDesign document.

### PROOFS

Acceptable proofs are Kodak Approvals, digital Matchprints, Irises or Certified SWOP Proofs. Laser or Epson proofs for 4-color ads are **not** acceptable. *Screen Actor* magazine cannot guarantee color reproduction and will not be held liable for any variance in the printing of an ad submitted without a SWOP-certified proof. For additional information on SWOP requirements, please see [www.SWOP.org](http://www.SWOP.org).

### PRODUCTION REMINDERS

- All spread ads should be prepared as two individual bleed pages (see full page bleed dimensions).
- Please convert all RGB images to CMYK.
- Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
- All ads submitted should be suitable to print as is. *Screen Actor* magazine cannot be responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, *Screen Actor* magazine cannot guarantee the reproduction of the ad.
- A 4-color solid should not exceed 280% total tonal density. We suggest a rich black be constructed of 40% cyan and 100% black for boxes and panels. Black text should always be 100% black.



### AD SIZES

	WIDTH	HEIGHT
<b>Full Page Bleed</b>	8- 3/4"	11- 1/16"
Trim	8- 1/2"	10- 13/16"
Non-Bleed (Live)	7- 1/2"	9- 13/16"
<b>2/3 Page Vertical</b>	5- 3/4"	11- 1/16"
Non- Bleed (Live)	4- 5/8"	9- 13/16"
<b>1/3 Page Vertical</b>	2- 1/4"	9- 13/16"
Non- Bleed (Live)	4- 5/8"	9- 13/16"
<b>1/2 Page Horizontal</b>	8- 3/4"	5- 3/4"
Non- Bleed (Live)	7- 1/2"	4- 7/8"
<b>1/2 Page Spread</b>	17- 1/2"	5- 3/4"

Add 1/8" all around for bleed

Live matter 1/4" from trim all around.

#### All ads must use these dimensions.

Ads that don't meet these configurations will be resized to fit the designated space.

*Screen Actor* magazine cannot be responsible for any information or live matter placed outside the safety margin that is trimmed off.

Materials will be returned upon request, otherwise they will be disposed of.

## FOR AD RESERVATIONS & DELIVERY:

### Screen Actor Magazine

Attn: Communications  
5757 Wilshire Blvd. 7th floor  
Los Angeles, California 90036

**Phone:** (323) 549-6608

**Fax:** (323) 549-6095

**Email:** [screenactorproduction@sag.org](mailto:screenactorproduction@sag.org)

### Upload final art via FTP:

FTP: [ads.sag.org](http://ads.sag.org)

LOGIN: ads

PASSWORD: sagad\$