



## DIGITAL AD SUBMISSION GUIDELINES

STANDARD AD SIZES	WIDTH	HEIGHT
Full Page: Live area – 7.5" x 9.8125" (magazine trim size 8.5" x 10.8125")		
Full Page Spread – Live area- 16" x 9.8125" (magazine trim size 17" x 10.8125")		
1/2 page	7.5"	4.90625"
1/4 Page	3.625"	4.875"
<b>Bleeds: Must extend 1/8 inch past the head and foot trim and 1/8 inch past the face trim.</b>		

**General:** The document page size in your applications file should be setup to trim size for a full-page. For bleed ads, make sure the bleed is 1/8" (0.125") beyond the trim on each bleed edge. All ads submitted should be suitable to print as is. *Screen Actor* magazine cannot be responsible for any errors in content. *Screen Actor* magazine cannot be responsible for any information or live matter placed outside the safety margin that is trimmed off. If files are prepared improperly and mechanical requirements are not met, *Screen Actor* magazine cannot guarantee the reproduction of the ad. Advertisers will be billed for any corrections or production work done on their ad at the rate of \$80 per hour, minimum of one hour.

**Color:** All artwork must be 4-color process, standard CMYK (cyan, magenta, yellow, black). RGB, index and LAB colors are not acceptable. We suggest a rich black be constructed of 30C/30Y/30M/100K for boxes and panels. Black text should always be 100% black.

**Images:** Resolution for all artwork should be 300 dpi at 100%. Any artwork under 150 dpi is not considered print quality. Low resolution materials (including 72 dpi images from the Internet) may appear bitmapped or blurry and is not acceptable for print reproduction. All images provided for ads should be final and color-corrected.

**Type:** All type should be Postscript Type 1. Other such as True Type and Type 3 fonts are not recommended. All fonts must be embedded and converted to outlines. Reversed type must be no smaller than 8 point.

**Preferred Format:** EPS, Tiff and Adobe Acrobat PDF. PDF format files should be created to PDF/X-1a specifications. Please zip artwork when submitting via FTP (with the exceptions of PDFs.)

**For Ad Reservations and Delivery:** *Screen Actor's* preferred method is by digital delivery.

Upload final art via our Secure FTP site. You will need to use an SFTP client of which many free ones are available.

**Got to:** <https://ads.sag.org/thinclient>

**Login:** sagcom

**Password:** f!les4sag

or email your final art to [screenactorproduction@sag.org](mailto:screenactorproduction@sag.org)

We also will accept final artwork by mail.

Mail to:

*Screen Actor*

Attn: Communications

5757Wilshire Blvd., 7th floor

Los Angeles, California 90036

Phone: (323) 549-6698 Fax: (323) 549-6095

One Free SFTP client that is popular for Windows users is WinSCP (<http://winscp.net/eng/download.php>)

An open source SFTP client that is popular for Mac users is Cyberduck (<http://cyberduck.ch/>)