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Digital Advertising Specifications • General Information

Effective 9/1/2009

APPLICATIONS: White River Productions' advertising department is mainly Macintosh based. Although many applications are available for design, we have found that certain applications give consistent, dependable results. Currently we use the following software and programs:
• InDesign CS2 • Photoshop CS2 • Illustrator CS2 • QuarkXpress 6.0 • Conditional output: We can also accept output from Pagemaker 6.5, Microsoft Word 2000 & 2002. Call for more detailed instructions and permission.

Files from other programs are acceptable if saved as EPS, TIFF, or high resolution PDF (PDF/X-compliant) formats. However, we will be unable to make changes or corrections to these files. All files must be built at 300 dpi or higher.

Multiple ads may be submitted at the same time. However, multiple ads submitted within a single layout or image file will be separated into individual ads. Any elements (e.g. notes, comments, and pasteboard materials) outside of the active ad area will be removed. See additional charges below. **We cannot accept TIFF/IT-P1 files.**

IMAGES: All hi-resolution images must be included with the digital advertisement.

Minimum recommended resolution for all images is 300 dpi. Images, which include line art, text and logos should be 600 dpi for best results. Lower resolutions will result in poor quality reproduction. Artwork enlarged over 100% may result in an effective resolution of less than 300 dpi.

All image files should be in EPS or TIFF format. We strongly discourage submission of JPEG, GIF, BMP and PICT images as these will result in a much lower image quality. Avoid artwork taken from the Internet, because it is typically 72 dpi, making it unsuitable for print media.

COLOR: All ads must be in CMYK format. Any RGB and/or Pantone colors will be converted. We cannot guarantee color accuracy for converted images. All black and white ads must be in grayscale or bit-mapped formats. Any color found in black and white ads will be converted. See additional charges below.

FONTS: All font files (screen fonts and printer fonts) must be included with the digital advertisement. All ads should be built with Macintosh PostScript and/or OpenType fonts. Any other fonts (e.g. PC fonts, True Type) will either be substituted with the best matching Macintosh Postscript and/or Open Type fonts at our discretion. NOTE: Since we are Macintosh based, we cannot use PC fonts. Converting your text to outlines or paths will help avoid any potential font problems.

MEDIA: We accept digital files using these methods: • E-mail (under 5 MB) • CDROM • DVD with images loaded as data only • 3.5 inch floppy disk • Files submitted via email should be compressed (e.g. WinZip, PKZip). PDFs are already compressed.

Send materials to:

Attn: Advertising Department
White River Productions, Inc.
PO Box 9580
Kansas City, MO 64133-0380

or e-mail files to ads@whiteriverproductions.com.

We will not return CDs or DVDs after publication.

Be sure to include the magazine name, issue, advertiser name and contact person with all correspondence, packages and e-mail.

HARDCOPY PRINTOUT: A hardcopy printout is required for all digital ads. A black and white laser proof or faxed copy will be sufficient to proof ad content only.

Color proofs are not required. For accurate color, please send SWOP certified Iris proofs or Kodak Approvals; color laser and inkjet prints will be used for general color reference only.

We are not responsible for mistakes in production of an ad if a legible hardcopy printout is not supplied.

ADDITIONAL CHARGES: There will be no charge for digital ads meeting all specifications. Any advertiser-submitted file that is not output ready or does not meet our specifications could incur an additional preparation charge billable on a per hour basis, billable in half-hour increments.