

SF/AGO NEWSLETTER

ADVERTISING INFORMATION

Effective July 1, 2005

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SF/AGO NEWSLETTER ADVERTISING INFORMATION

Since 1999, the SF/AGO newsletter has been produced electronically. All type and images, whether line drawings, photos, maps, etc., are digital representations of items. Although we *can* accept paste-up advertisements, we then incur additional costs to produce the printed newsletter, and we lack the facilities to include such advertisements in the online version of the newsletter. See page 3 for information and limitations if you need to submit your ad in this form.

DIGITAL SUBMISSIONS - REQUIREMENTS

All advertising submissions must be camera ready and in digital format. “Camera ready” in this context means the Adobe Portable Document File format (PDF), with full font embedding, and no restrictions placed on copying the document’s contents. This is the **ONLY** format we will accept.

In digital publishing, native word-processing documents are not considered “camera ready,” regardless of the application used to create the document. This includes MS Word, AppleWorks/ClarisWorks or any other text editing software. These documents must be typeset by us, at additional cost to you, in order to appear in the newsletter. See page 4, **Additional Options**, if you need our assistance in this area.

With the right combination of software, you can create a legitimate PDF document using any of these applications. On the Mac (OS 9 and below), this means having: a laser printer with PostScript® capability, OR any non-PostScript printer and Adobe’s free Virtual Printer software (a subset of the AdobePS driver in the Chooser); AND Adobe Distiller version 4 or higher. Less-expensive PDF creation software is available, but may not produce a bug-free press quality PDF. Sorry, we are not in a position to advise PC users of their needs.

WHEN DESIGNING THE ADVERTISEMENT:

- ☛ **ADHERE TO THE SIZE OF THE AD** for which you are paying. See pages 5 thru 8 for templates of all the ad sizes we offer. If the ad does not fit, no amount of wishing will make it so.
- ☛ **OVERSIZED DIGITAL ADS** will be shrunk proportionally, i.e., height and width will be reduced by the same percentage, which may, but should not, result in distortion of the ad.
- ☛ **UNDERSIZED DIGITAL ADS** will be left as received, on the assumption that you are deliberately allowing white space around the ad for visual effect.
- ☛ **NO BLEEDS.** Boundaries for all content are such that bleeds are not possible. Besides, we are not set up to handle bleeds, which incur additional cost in both material and labor.
- ☛ **USE SCREENS WITH CARE.** We cannot guarantee the appearance of screens you place in your ads. Our printer tells us that some screens appear blotchy on their press. Due to the possibility of obscuring any text you may place on top of a screen, we recommend that you use no more than a 20% black tint for any screen.

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WHEN CREATING THE PDF DOCUMENT:

- ☛ **SPECIFY “FULL FONT EMBEDDING,”** otherwise the typefaces you use may be substituted on the computer that is used to lay out the newsletter. The result of such font substitution is sometimes far removed from what you, the designer of the advertisement, may have had in mind, especially if you used a script or other headline typeface.
- ☛ **SPECIFY “PRESS QUALITY”** — at least 1200 dpi — when creating the PDF.
- ☛ **USE ADOBE ACROBAT DISTILLER** (version 4 or higher) to create the PDF. Knock-off products which claim to create PDFs may not produce a useable file for printing.
Note to Mac OS X users: Be sure to heed this advice, since the built-in system PDF creation does not allow setting the features needed for high quality reproduction.
Note to PC users: Be sure to heed this advice: built-in software emulation of PDF creation, as in MS Word, may look fine to you, but can cause problems when using it for press conditions.
- ☛ **PLACE ONLY ONE (1) IMAGE OF YOUR AD PER PAGE.** Do not place multiple copies of your ad on a page. If possible, define your page size close to the size of the ad, or use the full version of Acrobat to trim the page size so there is no more than one-eighth inch border around the ad. Trimming your ad will speed up our process of laying out the newsletter.
NOTE THAT TRIMMING IS NOT A REQUIREMENT, SINCE WE ARE ABLE TO DO THIS.

WHEN SUBMITTING YOUR AD:

- ☛ Send your PDF as an attachment to the e-mail message.
- ☛ If there is anything that you consider critical about your ad (typeface, spacing, photo), please send hard copy (via USPS) to the newsletter editor for a visual comparison. This is always the safest thing to do when advertising, since digital files can and do occasionally get mangled in the ethernet of the Internet. In this way, if what I see in your file does not agree with what you printed, I can contact you for remedial action.
- ☛ If your PDF file is very large (over 2MB) please use Stuffit, or its PC equivalent, to compress the file before sending it. It may be best to first place the PDF in its own folder, compress the entire folder, then send the resulting “.zip” or “.bin” or “.hqx” file to the newsletter editor.
- ☛ **REMEMBER:** PDF files only. Do not send MS Word “doc” files (or any file resembling that).

For technical information on the Job Options to use in Acrobat Distiller, please see pages 9–15.

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PHYSICAL ARTWORK - REQUIREMENTS

We can process ads submitted the “old fashioned way,” but it increases our production cost to do so in the layout process, the extra handling in sending the artwork to the printer, and special handling by the printer. A surcharge of \$10.00 applies to ads of any size that are submitted in this manner to cover our increased cost.

LIMITATION: These ads *will not appear* in the online version of the newsletter. We do not have the capability to convert your ad to digital format.

Advertising rates are for **CAMERA READY** copy only — no exceptions. *Be certain that you understand what “camera ready” means before submitting physical ads.* Call the newsletter editor if you need information; he is more than happy to assist you.

- ☛ **ALL ADS** must meet the size specified in our rate schedule. We do not enlarge or reduce ads.
- ☛ Artwork must be **black on white** and should be on **paper no heavier than index stock** (do not mount on art boards).
- ☛ Photographs are \$15 additional **per photo**.
- ☛ **PHOTOGRAPHS MUST BE BLACK AND WHITE GLOSSY PRINTS.** Negatives are not acceptable.
- ☛ **ART WORK AND PHOTOS ARE NON-RETURNABLE**, since all art is considered to be consumed in the production process. Do not ask for art work or photos to be returned.
- ☛ **PICTURES AND SCREENS** printed by inkjet or laser printers may lose some or all detail. For best results, submit pictures as glossy photographs and omit screens entirely.
- ☛ Ads that do not meet our specifications will be returned to the sender.

An ad, other than full page, may have a rule (line) added above, below and/or next to it to separate the ad from other material on the page. For best results in smaller sized ads, do not run your text close to the boundaries.

GENERAL ADVICE ON SETTING YOUR OWN TYPE

Other than your eye-catching headline or other important elements within your ad, it is usually best to keep the type size below 12 points. Also, unless you know what you are doing, do not use more than two typeface families — or three at the very most — throughout your ad. This is very general advice, and much depends on the dimensions of the ad itself, the typeface(s) chosen for body text, and aesthetics.

Varying the size of your type to make some elements stand out as more important than others assists the reader in quickly “getting” your message. Using the bold, heavy, or even ultra version of your typeface to emphasize important elements, or perhaps the italic, also assists the reader. As in all things, “in medio stat virtus.” Don’t go overboard varying type size, nor in using bold or italics.

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OTHER OPTIONS

If you are not up to designing your own ad, or lack the software to do so, we can handle that aspect at a reasonable cost. Most simple ads can be designed and typeset in an hour or less. More complex ads, especially those calling for a special border, may require several hours of trial and error in arriving at the right balance of spacing and size.

My rate is \$45 per hour, with a one hour minimum. Should your ad require significantly less time to design and set than this, I will let you know and adjust the cost accordingly. For this rate, your ad will appear in the issue of the SF/AGO Newsletter you have requested. If you need a press-ready copy of the ad for other purposes, whether in digital or physical format, please contact me for further information.

Provide the text of your ad **WORDED AS YOU WANT IT**. Indicate which information you consider the most important (for emphasis). Be certain to include all pertinent information, such as date, time, place/location, name of performer, what the event is. Remember the four “W”s: Who, What, Where, When. You might be surprised how many ads are submitted without one or more of those elements. Proofread your ad as if you knew nothing at all about the event or product you are advertising. Better yet, **HAVE SOMEONE ELSE** proofread your ad. If you are left scratching your head, you know something is missing, wrong, or unclear.

You may submit the text of your ad as hard copy (i.e., typewritten, not handwritten) via the USPS, or electronically via e-mail using any word-processing application (MS Word, AppleWorks). If you use fancy typefaces in such documents, it is highly unlikely I have exactly the same typeface in my system. Stick to basic and ubiquitous faces such as Times Roman, Palatino, Garamond or the ever-ugly Helvetica. You may request that I use a script or other headline typeface for emphasis, but please understand that I may not have the same typefaces that you do—even though my library is presently around 4,500 faces.

I do not accept ad text via the telephone or fax under *any* circumstances.

Upon receipt of your text, I will look it over. If I find anything confusing, such as omission of pertinent information or conflicting information, I will contact you for clarification.

All work done is under the aegis of Pandemonium Press, George Morten, owner and operator. Contact me via e-mail: <pandemonium@ix.netcom.com> or phone: 415.695.1754 during normal daytime or early evening hours, seven days a week.

SF/AGO NEWSLETTER
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FULL PAGE
HORIZONTAL 1/2, 1/3, 1/4 PAGE
HORIZONTAL BUSINESS CARD

Full Page: 7" w by 9-1/4" h

One-half page: 7" w by 4-5/8" h
Horizontal

One-fourth page:
4-5/8" w by 3-1/2" h
Horizontal

One-fourth page: 7" w by 2-3/16" h
Horizontal

Conversion Table
Fraction Decimal

1/8"	.125
3/16"	.182(5)
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

One-third page: 7" w by 3" h
Horizontal

Business Card: 3-1/2" w by 2" h
Horizontal

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VERTICAL 1/2, 1/3, 1/4 PAGE
VERTICAL BUSINESS CARD

One-half page: 3-1/2" w by 9-1/4" h
Full Height - Vertical

One-third page:
2-1/4" w by 9-1/4" h
Full Height - Vertical

One-half page:
4-5/8" w by 7" h
Vertical

One-third page:
3" w by 7" h
Vertical

One-fourth page:
2-3/16" w by 7" h
Vertical

Business Card:
2" w by 3-1/2" h
Vertical

Conversion Table
Fraction Decimal

1/8"	.125
3/16"	.182(5)
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

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MISCELLANEOUS PAGE SIZES

VERTICAL & SQUARE 3/4 PAGE

HORIZONTAL 1/4 PAGE

Three-quarter page:
5-1/4" w by 9-1/4" h
Vertical

Three-quarter page:
7" w by 6-7/8" h
Square (almost)

Conversion Table
Fraction Decimal

1/8"	.125
3/16"	.182(5)
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

One-fourth page:
5-1/4" w by 3-1/16" h
Horizontal

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MISCELLANEOUS PAGE SIZES

VERTICAL & SQUARE 2/3 PAGE

SQUARE 1/3 PAGE

Two-thirds page:
4-5/8" w by 9-1/4" h
Vertical

Two-thirds page:
7" w by 6-1/8" h
Square (almost)

One-third page:
4-5/8" w by 4-1/2" h
Square (almost)

Conversion Table
Fraction Decimal

1/8"	.125
3/16"	.182(5)
1/4"	.25
3/8"	.375
1/2"	.5
5/8"	.625
3/4"	.75
7/8"	.875

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ELECTRONIC SUBMISSION SPECIFICATIONS

Important Information

The specifications presented herein have been used for the past several years for submitting jobs of all types to various print shops in the Bay Area, so I am confident that the results are satisfactory.

I am not able to assist you with debugging your own particular combination of hardware, operating system, and software. If things do not work, get professional help of the type appropriate to your need. I will be happy to help point you in the right direction if I am able, but I am not the court of first resort: try to figure things out for yourself before calling.

Contact: George Morten, e-mail <pandemonium@ix.netcom.com>, or phone (415) 695-1754 during normal daytime hours, weekends included.

PDF: "WYSIWYG" Documents

The PDF format is very much independent of platform concerns. That is, no matter which operating system you use, the resulting file can be viewed and printed on any other supported operating system. When everything works as it should, "what you see is what you get."

That said, the tools you use to create the PDF have a major influence on whether the final result is merely passable or as perfect as one could hope for. (These comments have no bearing on the quality of your design or typographic taste and abilities — that is an entirely different story).

My experience is drawn from the Macintosh platform. I am not familiar with details of the Windows platform, but for the most part, you should be able to translate any operating system differences to your particular situation.

Acrobat Distiller

Acrobat Distiller is the only tool of choice when it comes to compatibility. There are numerous knock-off applications that claim to create PDF's. Some do the job well; others are merely pretenders to the throne.

For example, on the newest Macintosh systems (OS X), it is possible to create a PDF directly from the print dialog box. These files are not acceptable for high quality work, although they are adequate for viewing and ordinary printing. Why? It is not possible to set the various options needed for creating a press-quality document.

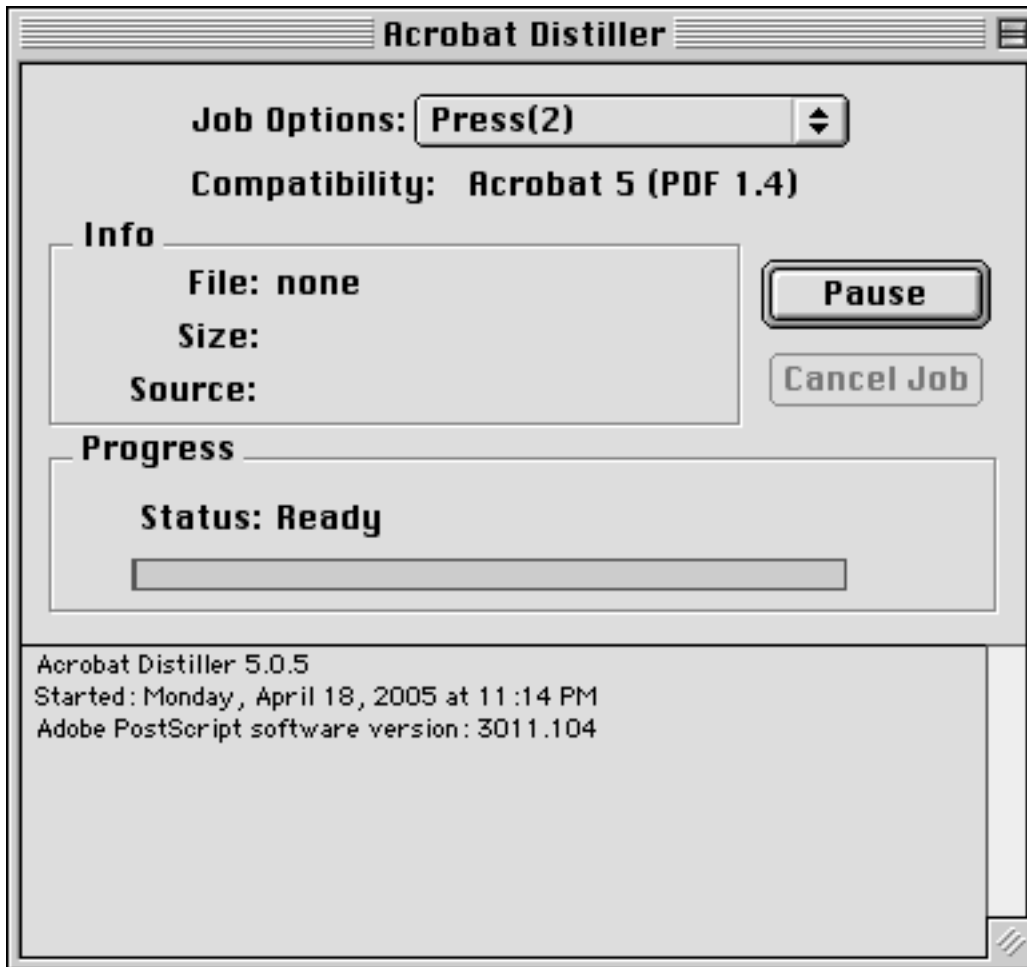
Similarly, I understand that on the Windows platform there are several products that create PDF's, including Microsoft Word. Once again, these applications usually provide bare-bones features. The resulting PDF may be fine for screen viewing (at low resolution), and may (or may not) print correctly on one's home printer, but lack the controls for press-quality and cross-platform needs.

The single most important feature required for accurate printing is the ability to embed font characteristics used by the creator of the document so that the recipient sees exactly what was intended. Some of the knock-off products do not provide this capability, translating any and all typeface choices you make to a generic serif or sans serif face — one that is presumed to be universally installed. Thus, if you used a fancy script, you may well see that translate to the very uninteresting Helvetica or boring Times Roman.

On the following pages are screen shots of the various panes used in setting Job Options for Distiller. If you do not see a Job Option described as "Press" (or something similar) when you start up your copy of Distiller, then you will need to define one to insure that your ad will pass through the various stages of production without glitches, and as close to the way you designed it as possible. That is the goal.

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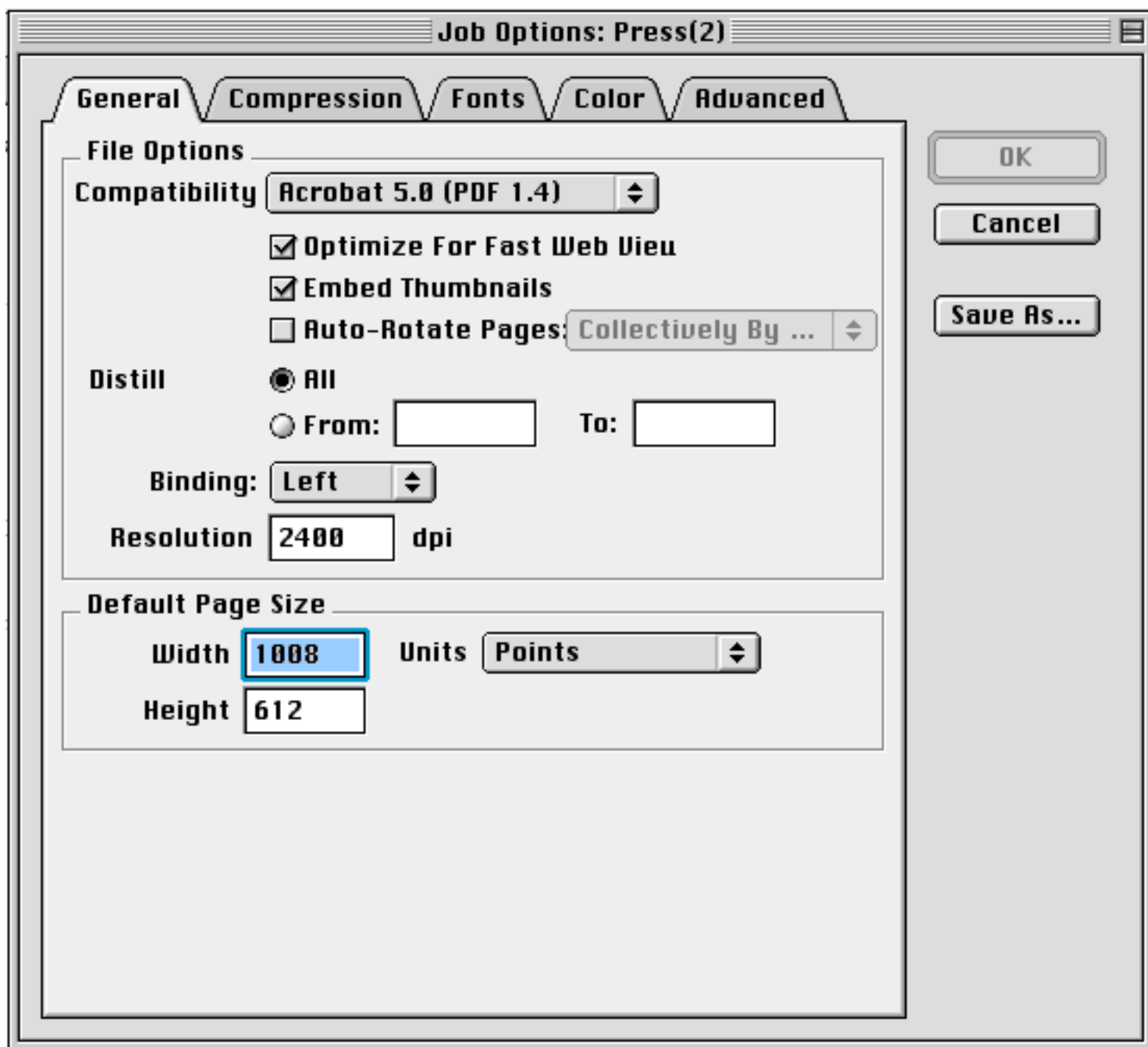
ELECTRONIC SUBMISSION SPECIFICATIONS



*When you start up Distiller, this is the first pane you will see.
In this example, the Job Options for this document are called "Press (2)". Click on the
triangle on the right to see all the Job Options defined.*

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After selecting **Settings>Job Options**, this multi-tab pane appears.

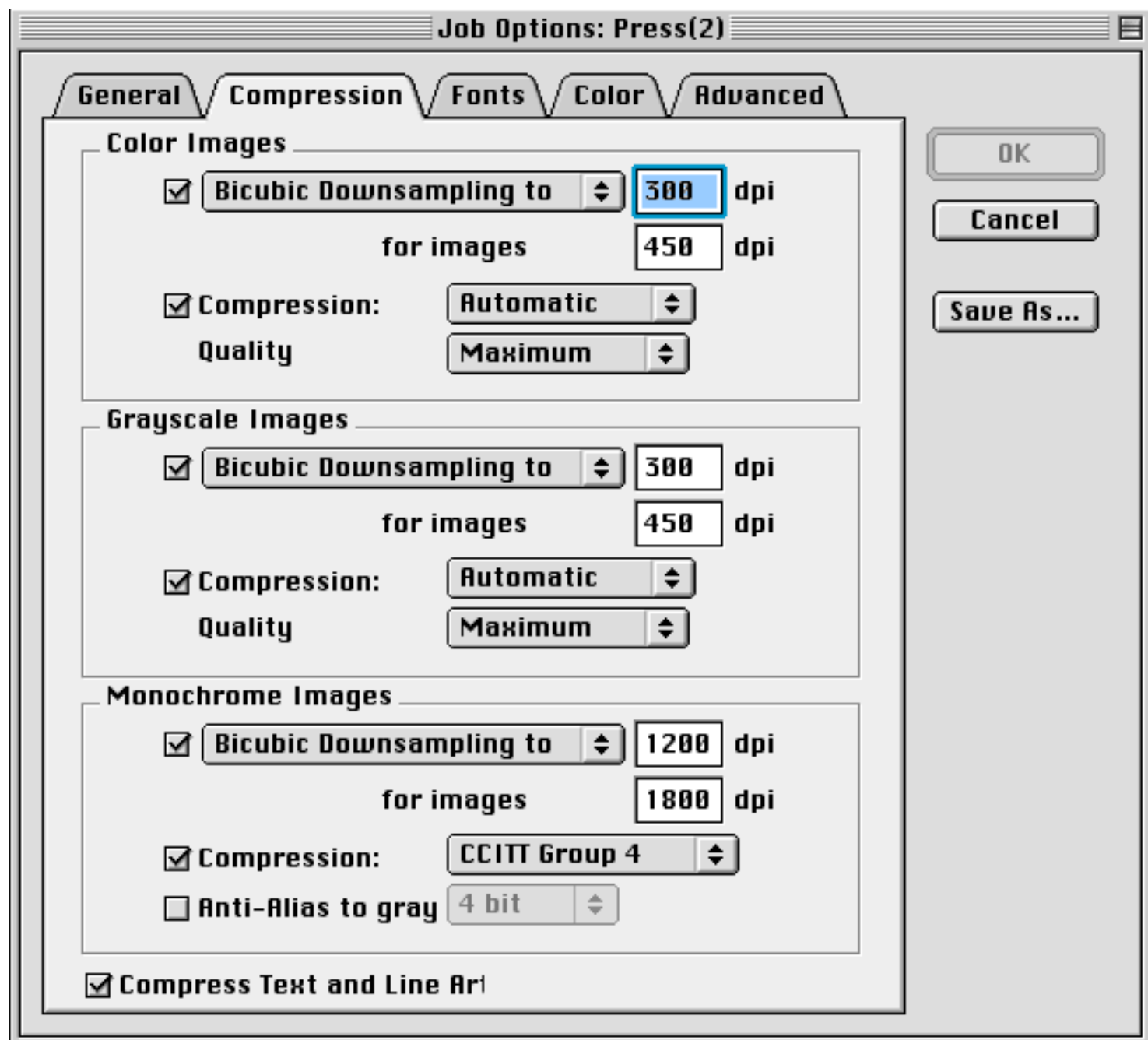
This first tab is the "General" options pane.

Do not set compatibility any higher than "Acrobat 5.0 (PDF 1.4)".

Ignore the bottom portion of this pane.

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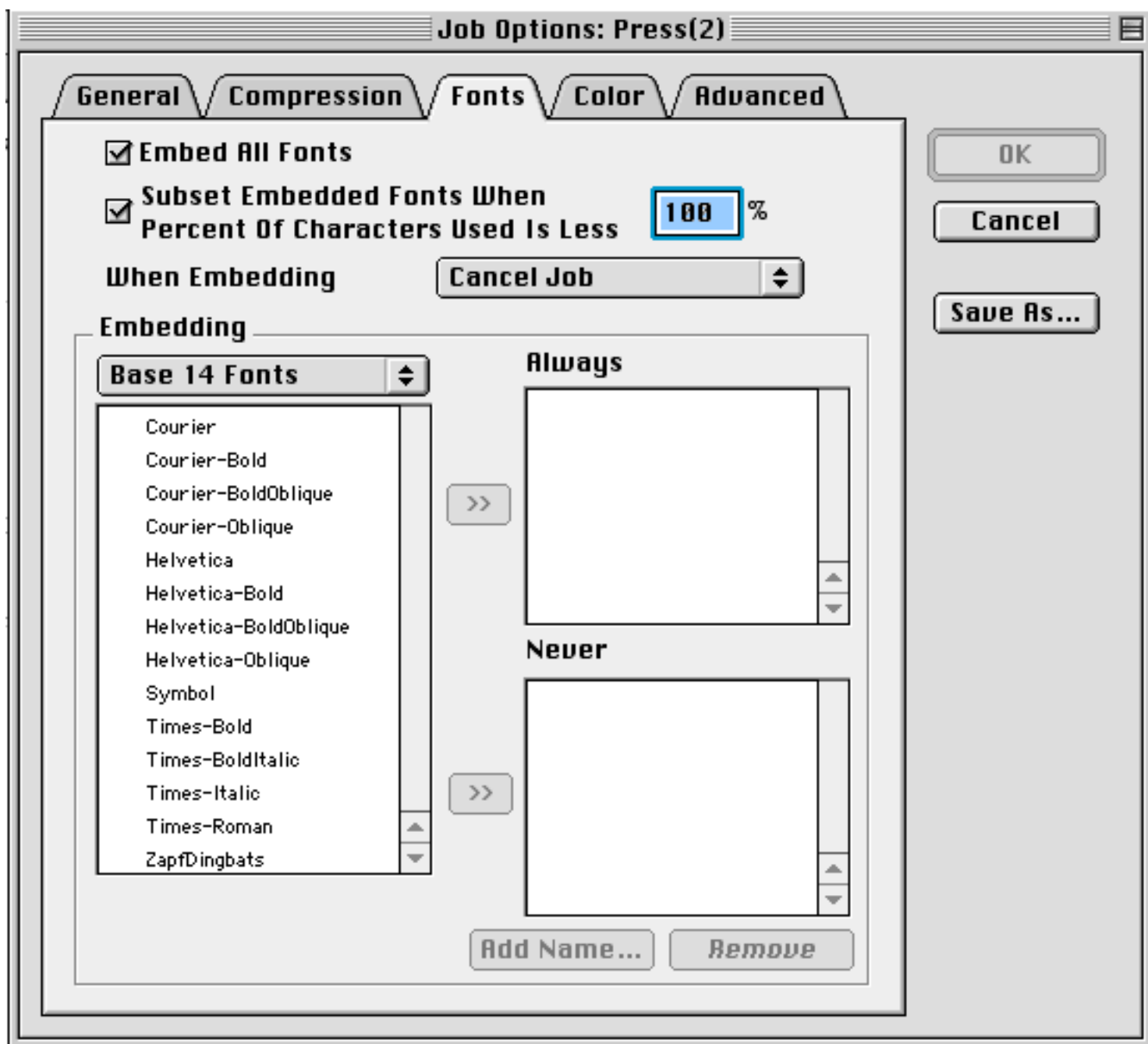


The second tab is the "Compression" options pane.

The values shown work well for the combination of software and service bureau we use.

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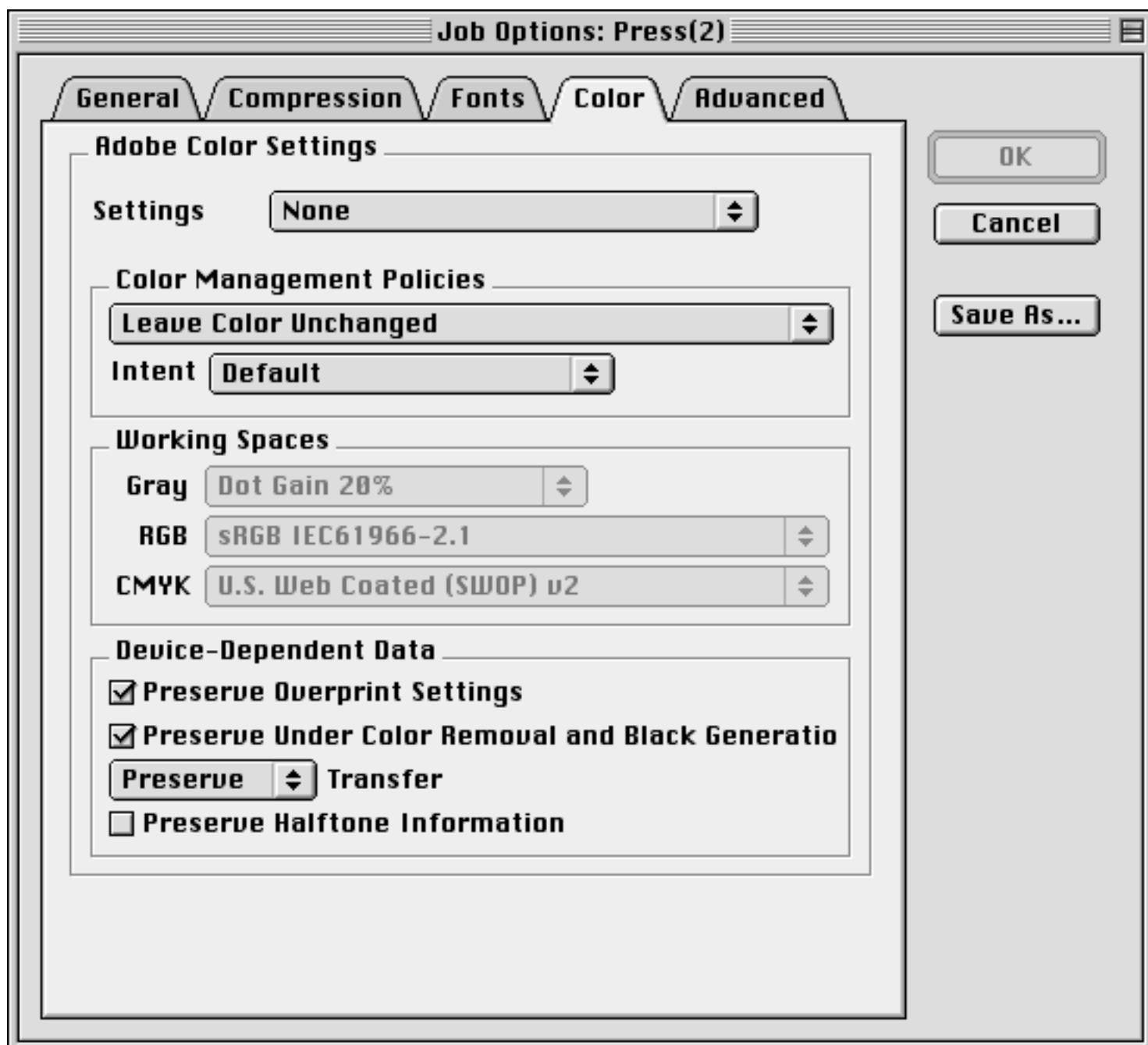


The third tab is the "Fonts" options pane.
Be sure to check **both check boxes**, and set the **value to 100%**.
(You need not list any fonts in the "Always" or "Never" windows.)

This is the crucial setting that may make or break your ad once it leaves your computing environment. You may be the only person on the planet who has the font "Glorious Sunburst" — and if you fail to set these options, you will still be the only person on the planet who knows what that typeface looks like.

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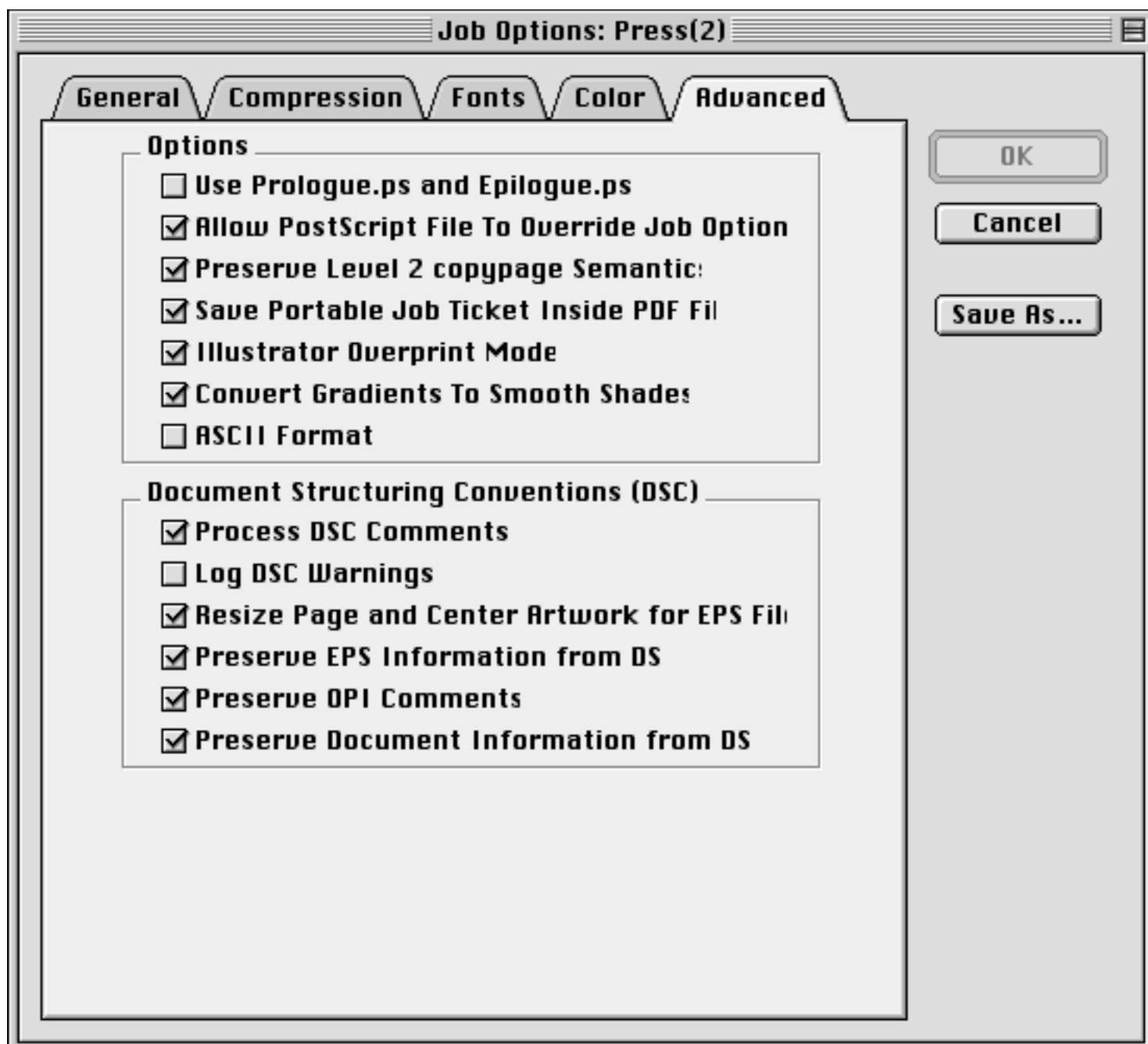
ELECTRONIC SUBMISSION SPECIFICATIONS



*The fourth tab is the "Color" options pane.
Whether your ad uses color or not, set the options as shown.*

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*The fifth (and last) tab is the “Advanced” options pane.
You may leave this pane as you found it.*

*Click the “**Save As...**” button and give your new options a name.*

**When you create your ad for submission to SF/AGO,
always use the Job Options you have just created.**

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NEWSLETTER ADVERTISING RATES

effective July 1, 2005

Please note new rates for all ad sizes. Some never-used ad sizes and configurations have been removed, and several new ad sizes and configurations have been introduced.

AD SIZE	RATE
Full page	\$120
Three-quarter page	\$90
Two-thirds page	\$75
One-half page	\$60
One-third page	\$45
One-fourth page	\$30
Business Card	\$15

PHYSICAL SIZE TABLE					
SIZE NAME	DIMENSIONS (INCHES)			DIMENSIONS (DECIMAL INCHES)	
		WIDTH	HEIGHT	(W)	(H)
Full page (Vertical)		7"	9-1/4"	7.0	9.25
Three-quarter page	Vertical	5-1/4"	9-1/4"	5.25	9.25
" " "	Square	7"	6-7/8"	7.0	6.88
Two-thirds page	Vertical	4-5/8"	9-1/4"	4.63	9.25
" " "	Square	7"	6-1/8"	7.0	6.13
One-half page	Horizontal	7"	4-5/8"	7.0	4.63
" " "	Vertical Full	3-1/2"	9-1/4"	3.5	9.25
" " "	Vertical	4-5/8"	7"	4.63	7.0
One-third page	Horizontal	7"	3"	7.0	3.0
" " "	Vertical Full	2-1/4"	9-1/4"	2.25	9.25
" " "	Vertical	3"	7"	3.0	7.0
" " "	Square	4-5/8"	4-1/2"	4.63	4.5
One-fourth page	Horizontal	7"	2-3/16"	7.0	2.31
" " "	Vertical	2-3/16"	7"	2.31	7.0
" " "	Horizontal2	4-5/8"	3-1/2"	4.63	3.5
" " "	Horizontal3	5-1/4"	3-1/16"	5.25	3.06
Business Card	Horizontal	3-1/2"	2"	3.5	2.0
" " "	Vertical	2"	3-1/2"	2.0	3.5