

BOSTON MARATHON® & Beyond

To the Attention of
Your Graphic Designer

AD SIZE (dimensions horizontal x vertical)

*Full Page (bleed)

6" x 9" plus 1/8" bleed all four sides

Full Page (non-bleed)

4.667" x 3.333"

Half Page

4.667" x 3.5"

Quarter Page

4.667" x 2"

2-Page Spread (bleed)

12" x 9" plus 1/8" bleed all four sides

•Set up on one 12x9 or two opposing 6x9 pages

*How to create a 6x9
ad with bleed on
following page.

COLOR

4-COLOR (CMYK)

- Images should be cmyk or grayscale (NO RGB!)
- Objects/text/vector art colored as 4-color process

*Spot colors in a cmyk ad will be converted to process. Color accuracy cannot be guaranteed due to varying color definitions within different applications.

2-COLOR (Black + Spot Color)

- Images should be duotone, monotone, or greyscale (NO RGB!)
- Objects/text/vector art should be process black and/or spot color

SPOT COLOR DEFINITION

Spot color in ads should be named **Second Color**, and set to "Spot" in the application's swatch palette.

The specific spot color changes with each issue. Naming the spot color as a generic "Second Color" allows simple mapping of this color to the correct spot color by the printer.

Pantone® or other spot library colors can be mistakenly converted to process during printing. Using "Second Color" helps avoid confusion for the printer.

IMAGE RESOLUTION AND TYPE

CMYK, Grayscale, Monotone, Duotone

Ideally 300 dpi or as close as possible

Bitmap

1200 dpi is preferred, 600 dpi is acceptable

Raster Images: TIFF or EPS preferred

Vector: EPS or AI (Illustrator Document)

Save Freehand documents as an Editable EPS
Convert text to paths when possible

FILE FORMAT

PDF: PREFERRED FORMAT

- Fonts must be embedded
- Guidelines for color and resolution should be followed, a pdf can only be as good as the native files which have been used.

NATIVE FILES ACCEPTED

•PREFERRED APPLICATIONS...

InDesign 2 thru CS (Mac & PC)
Quark 4 thru 6.5 (Mac & PC)
Photoshop 4 thru CS (Mac & PC)

•ACCEPTABLE APPLICATIONS...

PageMaker 6 thru 7 (Mac & PC)
Freehand 9 thru 10 (Mac Only)

***ALL IMAGES & FONTS MUST BE INCLUDED FOR ALL ADS SUBMITTED FROM NATIVE APPLICATIONS.**

FTP FILE TRANSFER

Web Browser Address: ftp://68.21.76.196
Fetch Host: 68.21.76.196
User Name: ccg (lower case)
Password: baker (lower case)
Folder: Ccg_/M&B

*How to create a
print ready PDF on
following page.

PDF CREATION

POSTSCRIPT/DISTILL VS. EXPORT

We highly recommend writing a postscript file, then distilling the PS into a PDF. Using an up-to-date Adobe PPD (postscript printer driver) and Acrobat Distiller, with the correct settings, a perfect PDF is possible almost every time.

Exporting a pdf (available in many applications) appears simple but settings must be correct. Just because export options exist, this doesn't mean the PDF is going to meet print standards. Exporting can work, but please check settings options to make sure they are print compatible.

PPD

Instructions in your specific application will give directions on proper installation of the PPD. Adobe.com is the best place to download the latest and greatest PPD for your specific application. Adobe invented the PDF and are the most reliable source for PPDs.

Distilling the PS is the next step.

RECOMMENDED DISTILLER SETTINGS

Following are default settings found in Acrobat Distiller.

Acrobat Distiller 6.0 (and recently 7.0)

Setting: **PDFX1a**

This is the prepress standard and by far the best distiller setting for print (especially if transparency is used in applications like InDesign and recently Quark 6.5).

Acrobat Distiller 5.0

Setting: **Press**

Acrobat Distiller 4.0

Setting: **PressOptimized**

These distiller settings will automatically create a PDF with the recommended Acrobat 4.0 (PDF 1.3) compatibility.

***FOR POSTSCRIPTING
SEE SCREEN SHOTS FOR INDESIGN,
QUARK & PAGEMAKER
ON FOLLOWING PAGE.**

BLEED

Any ad that is intended to print to the edge of the page should be set up to include bleed.

"Bleed" refers to the amount any printing falls outside the final trim area on a given page.

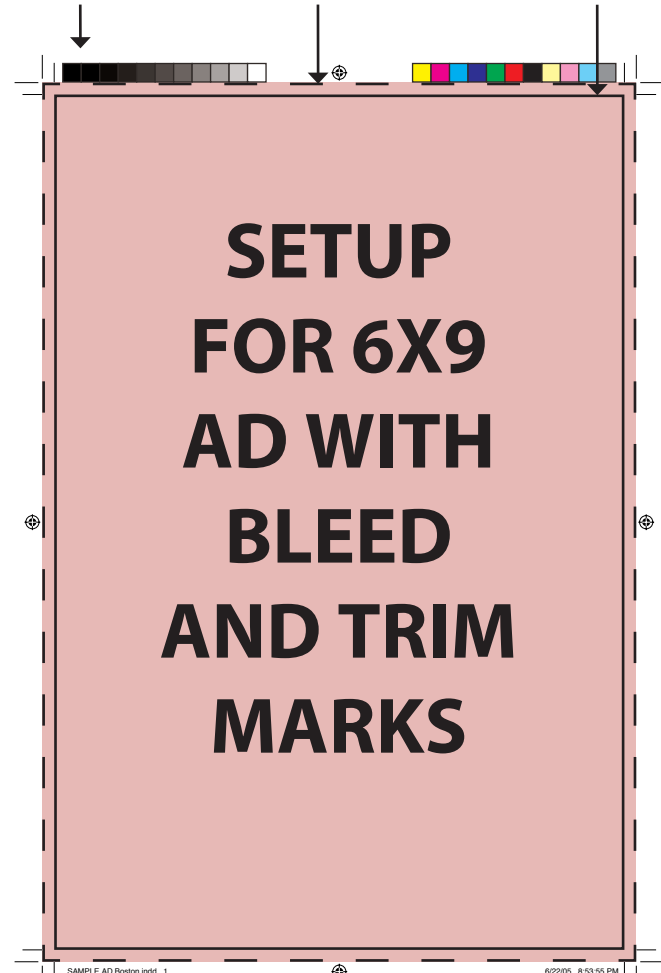
1/8" bleed on all four sides of the page is ideal. This allows the printer to trim the page on-size, and all bleed image will print off the edge of the page as intended.

HOW TO POSTSCRIPT THE FILE CORRECTLY

1. KEEP YOUR DOCUMENT SETUP AT 6X9
2. WRITE THE POSTSCRIPT FILE 7X10
3. CENTER THE PAGE
4. KEEP AT 100% (DO NOT SCALE OR SCALE TO FIT)
5. SET BLEEDS AT .125" (1/8") ON ALL FOUR SIDES
6. TURN ON ALL PRINTER'S MARKS
7. OFFSET THE MARKS .125" (1/8") THIS PUSHES THE MARKS OUT OF THE BLEED AREA

YOUR AD SHOULD LOOK SIMILAR TO THE SAMPLE BELOW.

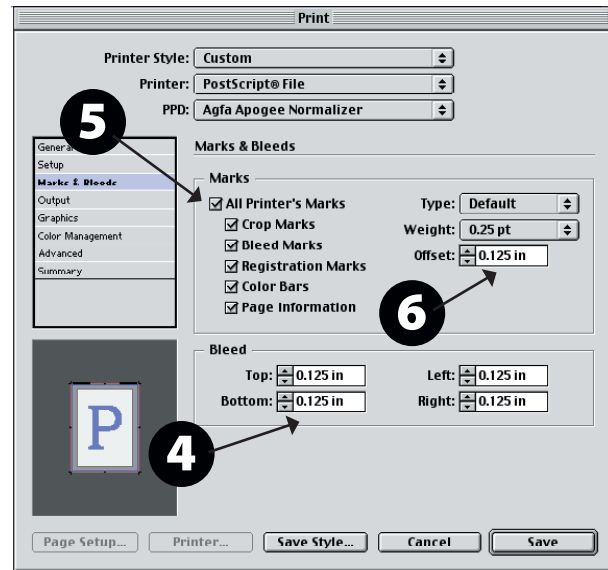
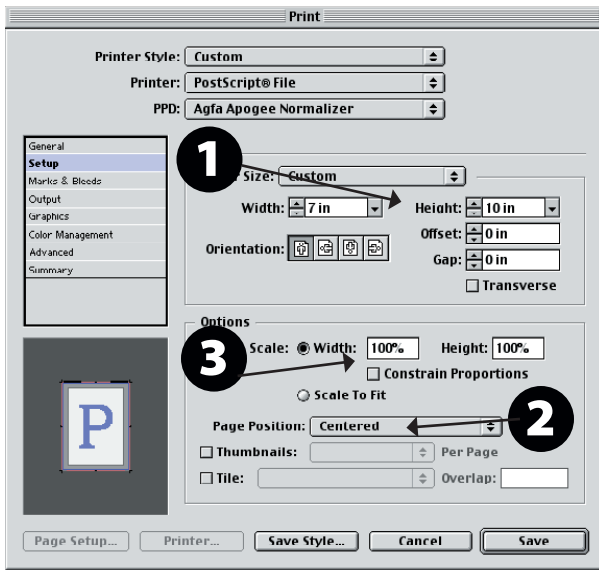
7X10 MEDIA EDGE 1/8" BLEED 6X9 FINAL TRIM



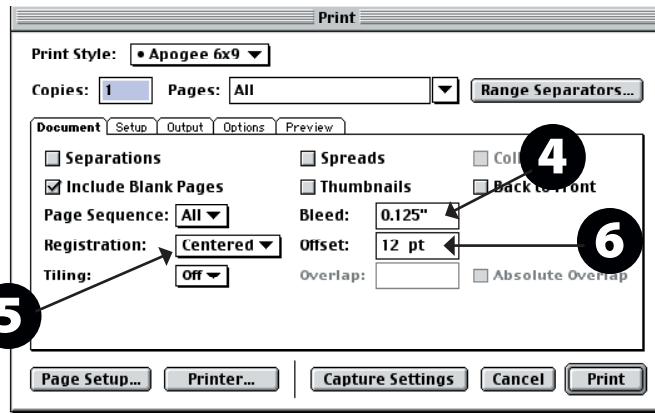
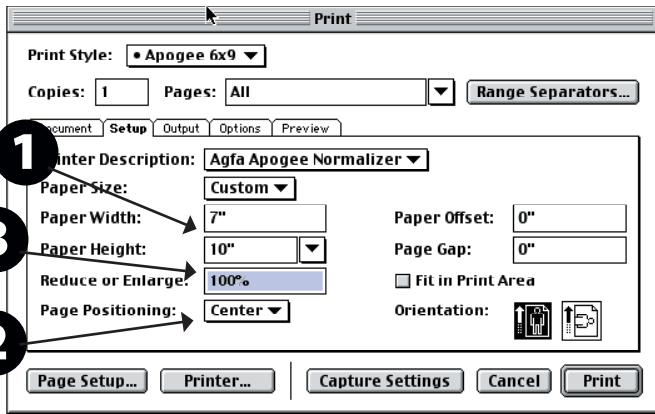
SCREEN SHOTS FOR CREATING A 6X9 AD WITH BLEED

INDESIGN 2.0, QUARK 4.0, PAGEMAKER 7.0
MAC OS9 (SIMILAR IN MAC OSX AND PC WITH HIGHER
VERSION OF INDESIGN AND QUARK)

1. 7x10 SETTING
2. CENTER PAGE
3. 100% (NOT SCALED)
4. .125" (1/8") BLEED
5. PRINTER'S MARKS
6. OFFSET MARKS .125" (1/8")



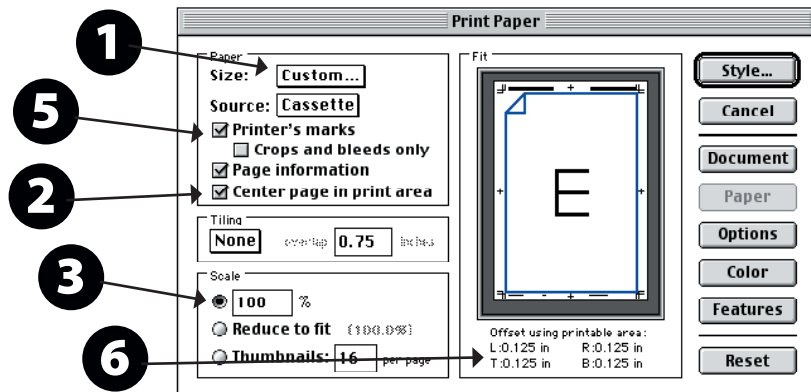
InDesign



Quark

PAGEMAKER NOTES:

- 4 Bleed defaults to .125
- 6 Marks offset to .125" when the custom page size is changed to 7x10



PageMaker