



DISPLAY ADVERTISING SPECIFICATIONS

Dimensions given for live matter. Actual trim size of magazine is 8 1/4" x 10 7/8". Non-Bleed ads:
Keep all images and copy within non-bleed dimensions.

For Full page bleed, add 1/8" all around to Trim size, keeping ad copy within Live area.

For bleeds on 1/2 page ads, the dimensions for horizontal ads are 8 1/2" W x 5 1/4" H. Dimensions for 1/2 page vertical ads are 3 7/8" W x 11 1/8" H.

For bleeds on 1/3 page ads, the dimensions for horizontal ads are 8 1/2" W x 3 1/2" H. Dimensions for 1/3 page vertical ads are 2 1/2" W x 11 1/8" H.

Printing Process: WEB Offset

If you need to supply your ads on film please call for details.

Publishers Services: Display ad rates apply to camera and digital ready ads meeting size and publication standards.

Any Ad needing repair, correction or size alteration will be assessed a \$35/hour charge plus materials charge. Ad Layout services are available. Please call Kelly Albertson at: (973)347-6900 ext. 148 for more information.

***** Additional charges (Non-Commissionable to Agency):**

* Half Tones * Strip-Ins * Line Shots * Type-setting *

* Color Separations and Color Proofs * Reverse Out Type * Key Codes*

Full Page Trim	8 1/4" W x 10 7/8" H
Live Area	7 5/8" W x 10 1/4" H
2/3 Page Horizontal	7 1/4" W x 6 3/8" H
2/3 Page Vertical	4 3/4" W x 10" H
1/2 Page Horizontal	7 5/8" W x 5 1/8" H
1/2 Page Vertical	3 3/4" W x 10 3/8" H
1/2 Page Square (Digest Size)	4 3/4" W x 7 1/8" H
1/3 Page Horizontal	7 5/8" W x 3 3/8" H
1/3 Page Vertical	2 1/2" W x 10 3/8" H
1/3 Page Square	5 1/8" W x 5 1/8" H
1/4 Page	3 1/2" W x 4 7/8" H
1/6 Page Horizontal	4 3/4" W x 2 3/8" H
1/6 Page Vertical	2 3/8" W x 4 7/8" H
1/8 Page Horizontal	3 3/8" W x 2 1/4" H
1/12 Page	2 1/4" W x 2 1/4" H

FTP LOADING INSTRUCTIONS BELOW

We have now gone live with our new ad submissions on line form. Click on or cut & paste the link below into your web browser and follow the directions on the online form to upload your ad. This link is also available at the "Advertise" link found on all of our magazine websites.

http://www.allamericancrafts.com/upload_files/adsupload.php

The password is: ads2008

***** Please e-mail the advertising manager once your ad has been upload to:**

ADVERTISING MANAGER & EMAIL ADDRESS	MAGAZINE TITLES COVERED BY MANAGER
Loretta Carrasco lcarrasco@allamericancrafts.com	Paintworks - Knit N' Style
Sandy Moncelsi – smoncelsi@allamericancrafts.com	All other magazine title are covered by Sandy Moncelsi

Please follow these requirements if submitting your ad digitally.

- The programs we are currently using are Adobe Illustrator, Adobe Photoshop, and QuarkXpress for the Macintosh.
- We prefer ads to be laid out in QuarkXpress. **MAKE SURE THAT YOU INCLUDE ALL IMAGES AND FONTS (BOTH SCREEN & PRINTER) USED IN YOUR AD.** If you are using any other page lay-out program you must convert your files to either a PDF or EPS file. **BE SURE YOU CONVERT ALL IMAGES TO CMYK** before printing.
- If you are creating ads in Adobe Illustrator, make sure you include all linked images and **CONVERT ALL TYPE INTO OUTLINES.**
- If you are creating your ads in Adobe Photoshop flattened version saved as either a Tiff or a Photoshop EPS.
- **PLEASE DO NOT USE DCS IMAGES IN YOUR ADS. YOU MUST CONVERT ALL DCS IMAGES IN PHOTOSHOP TO TIFF OR PHOTOSHOP EPS IMAGES.**
- **FOR PC USERS, WE CAN ONLY ACCEPT TIF, JPG, PDF, AND EPS FILES.** You must be able to save the final version of your ad into one of these formats. If you need any assistance, please feel free to contact **Kelly Albertson at 973-47-6900 ext. 148.**
- If you are using COREL, make sure you save your document as an Illustrator EPS image and convert all fonts to outlines.
- If you are using PAGEMAKER or INDESIGN, you must export your files out as PDF's. Make sure that you do not downsample your images to 72 dpi when you export.
- **REMEMBER: MAKE SURE TO INCLUDE ALL IMAGES AND FONTS ON YOUR DISKS.**
- **WE ENCOURAGE YOU TO SEND YOUR AD AS A PDF FILE.**
- **ALL COLOR ADS MUST BE ACCOMPANIED BY A COLOR ACCURATE PROOF. THIS MEANS THE PROOF MUST BE A TRUE CONTINUOUS TONE PROOF. WE WILL ACCEPT AN IRIS PROOF, A DIGITAL MATCH PRINT, A RAINBOW PROOF, A KODAK APPROVAL OR AN AGFA SHERPA PROOF. COLOR PRINTS FROM A DESKTOP INKJET PRINTER DO NOT QUALIFY AS PROPER PROOFS AND CAN NOT BE ACCEPTED AS TRUE REPRESENTATIONS OF COLOR. ALL PROOFS MUST BE IN CMYK (4-COLOR PROCESS) FORMAT. FAILURE TO SUPPLY ONE OF THE APPROVED FORMS OF COLOR PROOF, EXONERATES ALL AMERICAN CRAFTS FROM ALL COLOR ISSUES. REMEMBER THAT WHAT YOU SEE ON YOUR SCREEN IS NOT NECESSARILY THE WAY THE AD IS GOING TO LOOK ON THE A PRINTED PAGE. IF IT IS NECESSARY FOR US TO CREATE A COLOR PROOF, YOU WILL BE BILLED ACCORDINGLY.**
- You may e-mail your ads. Please make sure you include all the necessary files associated with your ads. Make your ads either: jpg, sit, pdf, or eps files. If you e-mail us your ad, we still require that you provide us with a color proof. Ads can be e-mailed to: **smoncelsi@allamericancrafts.com.** Please be sure to include contact information and what magazine and issue the ad is appearing in. **(MAKE SURE ALL IMAGES USED IN ADS ARE A MINIMUM OF 300dpi)**
- It is the advertiser's responsibility to make sure that the ad material is sent in correctly and that everything needed is included. If you have any problems or questions concerning your ad, please contact Kelly Albertson at (973) 347-6900 ext.148. **PLEASE MAKE EVERY EFFORT TO HAVE YOUR AD MATERIAL TO US AS EARLY AS POSSIBLE.**

All American Crafts, Inc.,

Phone: (973)347-6900

**7 Waterloo Road,
Stanhope, NJ 07874**

Fax: (973)347-6909