

Digital Specs Preferred Format

Credit Union Magazine prefers one of the following file formats:

- Adobe Acrobat PDF high res file using distiller default press optimized settings. Embed all fonts. Document size should be the exact dimensions shown in the specifications in the "Ad Dimensions" (see the panel to the right). If your ad contains bleeds, make sure to add 0.25" outside of page size in height and width. Also include crop marks.

Proofs

- Furnish a digital proof with a colorbar and registration marks SWOP approved (SWOP.org).
- If a proof is not furnished, or if a laser quality proof is supplied, the publisher does not assume final press color responsibility.

Additional Ad Information

- Full-page trim size: 8.125" x 10.875."
- All text must be 0.25" inside the trim size.
- Junior spread trim size: 15" x 4.625."
- Allow 0.375" safety for text crossing gutter in spread ads. Same text safety inside trim rule applies.
- Fractional ads should be boxed.

Technical Checklist

- Check final ad size in "Ad Dimensions."
- Include advertiser and issue date in the file name.
- No live copy within 0.25" of page trim.
- Any bleed images need to extend beyond page trim 0.125."
- Convert all RGB images to CMYK. All PANTONE® colors should be converted to CMYK.
- All support files need to be placed and sized correctly within the page layout program.
- Placed images should be between 70% and 130% of original size.
- Provide a directory of all files.
- Use CMYK process for all color ads, black only for single-color ads.
- All placed raster image files must carry between 240 ppi and 300 ppi resolution for halftones or four-color images.
- No embedded fonts or graphic files within placed images.
- Any solid black areas within ad need to be built using solid black plus 30% cyan.
- Ads will be checked for technical problems within five business days from the ad mechanical deadline date.
- Ad materials needing alterations such as type changes, color correction or other file problems will be charged a minimum surcharge of \$50 or a rate of \$70 per hour.

Formats Not Accepted

- Images embedded in Microsoft Word or WordPerfect files.
- PowerPoint files or images embedded in a PowerPoint presentation.
- Harvard Graphics.
- Microsoft Publisher.
- TrueType fonts (fonts with a TT icon).
- Graphics captured from the Internet (low-res, or RGB images).

For uploading files to the Credit Union Magazine FTP site.

Host: cunaftp.cuna.org

User: ftpcumag

Password: magf7tp

Contact your ad representative for more information.

Credit Union Magazine Print Ad Dimensions

Two-Page Spread

Trim Size: 16.25" x 10.875"

Bleed Size: 16.5" x 11.125"

0.375" safety for perfect bound book spread
(type crossing gutter)

Full Page Trim Size:

8.125" x 10.875"

Plus 0.125" for bleed
each side

**1/2 Page
Horizontal:**
7" x 4.625"

Junior spread size:

15" x 4.625"

0.375" safety for perfect bound book spread
(type crossing gutter) (no bleeds)

**1/4 Page
Horizontal:**
4.625" x 3.625"

1/3 Page Vertical:
2.125" x 9.5"

creditunionmagazine.com Ad Specs

Header Leaderboard

728 x 90 pixels

Right Rail

320 x 250 pixels

Mini Banner

468 x 60 pixels

Footer Leaderboard

728 x 90 pixels

White Paper

275 x 230 pixels

File Type: GIF, JPEG, and SWF file formats accepted.

Flash® Ads must be 50k or smaller in size. Use Flash versions 4-10.

All SWF files require images, fonts embedded, and click tags.

All digital and print advertising must follow the General Conditions shown in the Media Planner on page 12.