



This Week Magazines

General Specifications for Digital Files

Macintosh Format

Things to remember when sending a digital ad:

- All fonts, printer and screen, used in ad must be sent with ad
- All graphics and digital scans, b/w and 4-color, used in ad must be sent with ad
- Save all graphics as single EPS files with no embedded color profiles
- All fonts & graphics imbedded in graphic files must be included with ad
- All 4-color scans must be in CMYK format
- All 4-color scans must be placed in ad at 100% and scanned at 350 dpi or higher
- All custom colors must be specified as process CMYK
- Do not colorize grey scale tiff files in quark
- Do not use bitmap files
- All custom colors must be given a specific name (ie: "fire red" or "100m49y" not just "red")
- Do not use type attributes in the Quark measurements box (ie: bold, italic, etc)
- Use the actual font from the font family (ie: times bold, times italic, etc)
- All exported Illustrator files must have original (editable) Illustrator files with it
- A hard copy/laser print-out of ad is required for proofing (color recommended)
- There should be a .25" area between the copy and trim to ensure that copy does not get cut off.
- There should be a .5" gutter margin for 1/2 Page Spread and Double Truk ads
- Must be Macintosh compatible

In-House Services:

- Professional design layout and creative solutions
- High resolution scanning and color modification
- High quality color proofs

Software Supported:

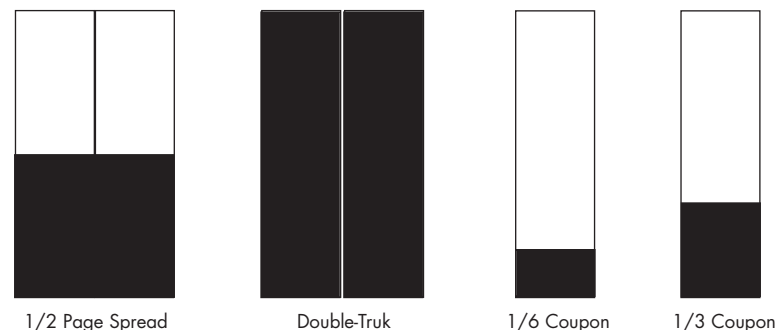
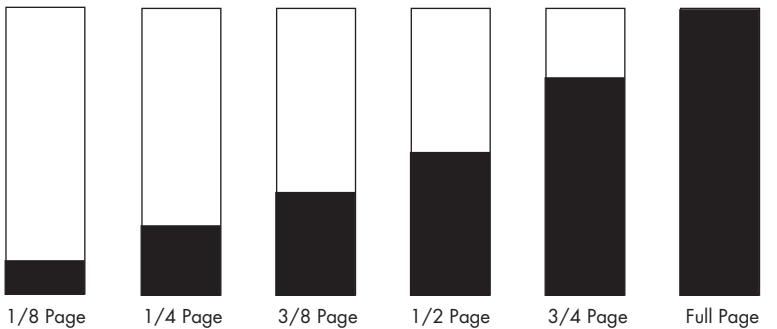
- Quark XPress 7, Adobe Illustrator CS, and Adobe Photoshop CS2
- If submitting a PDF, it must be a PDF/X-1a file (350 dpi)
- We currently do not accept InDesign files.

Online Submission (24 hours):

- E-mail: Send digital files to: imaging@thisweek.com
- Upload to FTP: Requires FTP software like Fetch or Transmit for access to the host: <ftp.thisweek.com>
 User ID: client
 Password: tw843
 Directory: \Uploads

Transport Removable Media Supported:

- USB, CD ROM and DVD



Size	Width (inches)	Depth (inches)
1/8 Page	3.5	1.187
1/4 Page	3.5	2.5
3/8 Page	3.5	3.75
1/2 Page	3.5	5
3/4 Page	3.5	7.687
Full Page Bleed	4.25	11
Full Page Trim	4	10.75
Full Page Image	3.5	10.25
Double Truk Bleed	8.25	11
Double Truk Trim	8	10.75
Double Truk Image	7.5	10.25
Half Page Spread Bleed	8.25	5.375
Half Page Spread Trim	8	5.25
Half Page Spread Image	7.25	5
1/6 Page Coupon	3.25	1.5
1/3 Page Coupon	3.5	3

This Week Magazines are perfect bound and are printed by heat-set web offset on coated stock. Trim size is: 4" x 10.75"
 (This Week Kauai and This Week Big Island are saddle stitched until further notice.)