

Artwork specifications

Acceptable File Formats

- Adobe Acrobat (.pdf)
Save images as CMYK. All fonts should be embedded. Any .pdf without adequate bleed will be reduced to fit. If changes are needed to .pdf files, please submit a new file. If a new file is not submitted, we cannot guarantee the quality of the ad.
- Adobe Illustrator CS
Save files in .eps format. Include all placed graphics. Fonts in Illustrator must be outlined.
- Adobe InDesign CS
Standard fonts should be used as Mac-compatible fonts will be substituted. Include all support documents. Include both screen and printer fonts, graphics and images. Attributes should not be applied to fonts.
- Adobe Photoshop CS
Save files in .tif or .eps format. File must be flattened; layered documents will not be accepted. Color images should be saved in CMYK format.
- QuarkXPress 8.0
Standard fonts should be used as Mac-compatible fonts will be substituted. Include all support documents. Include both screen and printer fonts, graphics and images. Attributes should not be applied to fonts.

Support file specifications

All submitted artwork must have a resolution of 300 dpi. *Professional Roofing* is printed using a line screen of 150. All ads need to be submitted with an accompanying color or laser proof.

Bleeds

Allow for 1/4 inch on each bleed side . All text, logos, etc. must be placed within the live area of the page.

Four-color Ads

CMYK (cyan, magenta, yellow, black) format only. No spot colors. All spot colors are converted to CMYK match.

Spot Color

Must be specified using the Pantone Matching System® (PMS).

Color Files

Whenever possible—do not embed or include color profiles.

Placed Image Format

Save all graphics as .tif or .eps files. Resolution is 300 dpi.

Trapping

Save files without trapping preferences.

Embedded Fonts

When creating a .pdf, embed all fonts. All fonts must be provided when submitted in native application software.

Publication/Trim Size: 9" x 10.875" *Live Area:* 8.75" x 10.625"

Bleed: 9.125" x 11.125"

Printing: Four-color process, computer-to-plate on Web-offset presses

Binding: Perfect bound

Platforms: MacIntosh or PC. All files are converted to MacIntosh format for printing.

Media Accepted: Advertisements are accepted on CD, DVD or via FTP.

Media

CD or digital files. E-mail limitation is 2 MB.

FTP Site

Files may be placed on *Professional Roofing's* FTP site as follows:

- Host: ftp.nrca.net
- User: incoming Password: nrca.

All should be typed in lower case. Once your ad has been uploaded, alert Joan Kriete at jkriete@nrca.net or telephone (847) 493-7524 about its availability. Name the files with company name and issue date.

In-house Production

Professional Roofing will occasionally produce advertisements for clients. An advertiser must submit ad copy plus high-resolution logos and photos. Submission of materials should be completed at least one month in advance of the print run.

Incorrect Media

Files sent to *Professional Roofing* are subject to a \$50 hourly charge for significant alteration.

Send artwork on CD or DVD to:

Professional Roofing

10255 W. Higgins Road, Suite 600

Rosemont, IL 60018

Attn: Joan Kriete

E-mail artwork to: jkriete@nrca.net (limitation is 2 MB).

Include in the e-mail the name of the advertiser and month the ad is to appear.

2012 Materials Due Dates

Issue	Due
January	Dec. 8, 2011
February	Jan. 10
March	Feb. 7
April	March 12
May	April 9
June	May 7
July	June 8
August	July 9
September	Aug. 9
October	Sept. 6
November	Oct. 9
December	Nov. 7

