

production requirements

Production Services

- Typesetting/design charges: \$50/per hr.
*Minimum 1/2 hour charge will apply.

Applications

O'Gara Publishing will accept files created in the following applications, Macintosh only:

- QuarkXpress – version 7 or lower
- Adobe Illustrator – version CS2 or lower
- Adobe Photoshop – version CS2 or lower
- Adobe Acrobat – version 7.0 or lower

Large files may also be sent as a stuffed document (.sit)

File Resolutions

- All images should be saved at: 300 dpi
- Black and White Bitmap mode images, such as scanned logos, should be saved at: 600 to 1016 dpi
- ** A "rich black" color should be used to avoid a "washed out" appearance whenever large fonts, graphics, boxes or backgrounds are to print as black.
Our printer recommends C30/M30/Y30/K100
- ** Save all full-color photos/graphics or type as CMYK mode, not RGB. If you are working with Pantone or Spot Colors make sure they are also converted to CMYK.

Tips For File Submissions

- Files 2MB and under may be submitted by email (stuffed or unstuffed).
- Files above 2MB should be submitted to our FTP site. Please contact Amy Newton for instructions.

Name your file with the appropriate extensions:

TIFF, EPS, JPEG or PDF

- ** PDF Requirements: Before submitting a PDF, be sure to check for any graphics or type containing RGB, spot color or JPEG files. We can't make changes to text, colors, check photos or convert a color PDF to a black and white PDF. All changes must be made by the client in the native program used to create file.

Fonts:

- All fonts must have both screen and print versions, and be useable on a Mac. No PC fonts.
- To make reverse type readable, avoid using type that is too small or delicate. Limit the use of reverse type to black (bold), gothic and sans serif type styles. Use a font size of 8 points or larger to guarantee readability.
- When coloring text, try to choose a sans serif or bold font at least 6 points in size.
- ** Warning: Any images using dpi less than required, will not print as desired. For example, images from websites (72dpi) are of poor quality and will look blurry/fuzzy and jagged.

file submission - quick reference:

Ads: PDF (preferred)
QuarkXPress (with all art and fonts)
*These are the only formats accepted for camera ready ads, NO JPEGs or TIFFs.

Photos: JPEG
TIFF
EPS
*Some photos can be extracted from PDFs

Logos: EPS (Illustrator EPS preferred)
JPEG
TIFF
PDF

full page specs:

Bleed: 8.5" w x 10.75" h

Trim: 8.25" w x 10.5" h

Live area: 7.25" w x 9.5" h

2-page spread specs:

Bleed: 16.75" w x 10.75" h

Trim: 16.5" w x 10.5" h

Live area: 15.5" w x 9.5" h

*If a bleed is desired, final file size should be the "bleed" size above.
If no bleed is desired file should be "live area" size.

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terms & conditions

The following terms and conditions are incorporated in every insertion order or space contract tendered to Wisconsin Woman unless modified with a written agreement signed by the Publisher. Receipt of your artwork and subsequent publication within the publication confirms your agreement to these Terms & Conditions.

Our Agreement: The authorizing individual, Agency or Agent and the Company through its authorizing individual, Agency or Agent, agree to be both jointly and severally liable for all charges and agree to be bound by the terms and conditions of the advertising agreement. Each invoice is prepared with the net total, due within 30 days from the date of the original invoice. Invoices are prepared 2 days prior to the publication date of the month of the issue in which the ad is scheduled to appear. Late payments are subject to a one and a half (1.5%) percent per month finance charge. Special rates, discounts and frequencies on contracts are given based upon the credit terms (net 30) from date of invoice. Accounts not paid within 30 days will revert to the actual, non-discounted, current rate card cost. Court costs plus attorneys' fee of 30% of the then-unpaid balance of the account may be added to your account if we must refer to an attorney or for collection. Publisher may act on the written or verbal instructions of either the advertiser or their agency for any advertisement. No liability is assumed as to any instructions received after closing date. Publisher reserves the right to repeat the last standing ad or charge for space reserved if acceptable copy is not received by deadline. Cancellations are not accepted after closing dates of issue.

Short Rates & Rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not run the number of ads upon which their billings/contract rate have been based.

Issue & Closing Dates: Published monthly, the closing date for space reservation is three weeks prior to the publication date. Special sections may have early closing dates. Verify the exact closing date with your sales representative.

Frequency Rate: The number of insertions used by an advertiser within 12 months from the date of the first insertion. Frequency discounts are only offered to contract advertisers specifying the number and issue dates of insertions. Special Sections do not count toward contract.