



Spread Bleed: 16" x 10 3/4"
 Spread Live Area: 7 3/8" x 10"
 Full Page Trim: 7 7/8" x 10 1/2"
 Full Page Bleed: 8" x 10 3/4"
 Full Page Live Area: 7" x 10"
 2/3 Page Vertical: 4 1/2" x 10"
 1/2 Page Horizontal: 7" x 4 5/8"
 1/2 Page Vertical: 3 3/8" x 10"
 1/2 Page Island: 4 1/2" x 7 1/2"
 1/3 Page Vertical: 2 1/8" x 10"
 1/3 Page Square: 4 1/2" x 4 5/8"
 1/4 Page Vertical: 3 3/8" x 4 5/8"
 Diagonal Ad: (not pictured)
 Contact Publisher for more information.

FoodEngineering

Send completed artwork to:
Food Engineering
 Attn: Suzanne Fairman
 24817 43rd Ave S
 Kent, WA 98032
 Voice: 253-946-6854
 Fax: 248-244-2080
 e-mail: fairmans@bnpmedia.com

FTP Instructions:
<http://upload.bnpmedia.com>

Food Engineering Supplied Art Checklist

Name _____ Phone Number _____
 Company _____ Fax Number _____
 E-Mail _____ Month Issue Ad to Appear _____

Please enclose a completed form with submission of artwork.

The *Food Engineering* Art Department is Macintosh-based, utilizing InDesign 5 or QuarkXPress 7, Adobe Photoshop CS3 & Adobe Illustrator CS3. Please feel free to contact me if you have any questions.

To ensure the best quality output of your ad, and speedier processing, please check off the following areas to indicate that you've read and understood our requirements:

Page Layout

- ☐ InDesign or QuarkXPress used for ad layout.
- ☐ Page size correct: Full Page trim size is 7 7/8" x 10 1/2". For bleeds, allow a minimum of 1/8" on all edges (8" x 10 5/8"). Avoid placing live images or text too close to the edge of the page, allow a 1/2" margin around the edge of trim (7 3/8" x 10" live area). See the table on the left for other ad sizes.
- ☐ All font files included: All necessary screen and printer Postscript fonts (Type 1) are enclosed. If both the screen and printer fonts are not included, *Food Engineering* reserves the right to replace the missing fonts with closest matching fonts we have.
- ☐ All placed images included (original Illustrator/Photoshop files that have been used in the InDesign or Quark document).
- ☐ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

Images

- ☐ Photoshop files have been saved as CMYK, TIFF format.
(No LZW or JPEG compression.)
- ☐ Artwork/images are 300 dpi (150 line screen) at actual placed size or a bit larger. (Please keep image size close to 100%, avoid scaling images more than 115%.)
- ☐ Illustrator files saved as Illustrator EPS format.
- ☐ Convert text to outlines in Illustrator images.
- ☐ When trapping Illustrator images, set stroke to .005" overprint.
- ☐ Set black to overprint in Illustrator images, includes blacks with CMYK.
- ☐ All Pantone colors have been converted to process color (CMYK) unless contracted to run PMS ink.

Miscellaneous

- ☐ Files have been saved on one of the following types of media:
☐ DVD ☐ Compact Disc
- ☐ I would like my disk returned, and have included a return shipping label.
- ☐ If ad is black and white, a laser hard copy is enclosed.
- ☐ If ad is color, Color proof of ad is enclosed. I understand that a Kodak-approved proof is the most accurate. Fuji Pictros or IRIS proofs are also acceptable. Most color inkjet or laser printers do not provide accurate color.
- ☐ Color proof is not enclosed. Color Proof Waiver: I understand that there are color variations when reproducing electronic ads. Since I did not provide *Food Engineering* with a color proof, I will not hold them responsible for 100% accurate color reproduction.

Signature _____ Date _____