
raceplace Mechanical Requirements:

FRONT COVER ADVERTISEMENT -4/COLOR PROCESS

Live Image area is **7.5" W x 7.75" H** (border is optional). Live area for raceplace masthead **7.5" W x 2.125" H**
Full Bleed Size 8.625" W x 11" H
Final Trim Size- 8.125" W x 10.5" H

BACK COVER ADVERTISEMENT --4/COLOR PROCESS

Live Image area is **7.5" W x 8.25" H** (border optional, but preferred). Live area for return address **7.5" W x 1.25" W**
Final Trim Size- 8.125" W x 10.5" H

FULL PAGE ADVERTISEMENT

Live Image area is **7.25" W x 9.875" H** (border optional, but preferred if no bleed).
Full Bleed Size 8.625" W x 11" H
Final Trim Size 8.125" W x 10.5" H

SPOT COLOR ADS (*black + 1 spot color (upon availability only-use cyan or magenta for the spot color, otherwise is 4/C).*)

4-COLOR ADS: ARE PRINTED IN 4-COLOR PROCESS (CMYK) @ 133 line screen.
Do Not create black text to print in 4/color black- Print black only.

TWO ADJOINING FULL PAGES: -provide materials as above (Full Page Advertisement) x 2
unless Center Spread has been reserved.

CENTER SPREAD

Live Image area is **15.125" W x 9.875" H** (border optional).
Full Bleed Size 16.625" W x 11.125" H
Final Trim Size is 16." W x 10. 5" H.

HALF PAGE - Live Image area is **4.75" H x 7.25" W or 9.875" H by 3.5"W** (*please include border*)

QUARTER PAGE - Live Image area is **4.75" H x 3.5" W** (*please include border*)

WEBSITE BANNER

Max dimensions 580 px wide by 70 px tall - No larger than 40K - Create as a gif or jpeg.

All black text fonts should be black only).

Color registration incorporating font colors other than Cyan, Magenta or Black compromises legibility.

Questions concerning File Formats and E-mailing files, please direct to:
Rose Reilly, Rose@raceplace.com, 858/485-9806 or cell 619/742-9806

Email file to - Rose@raceplace.com - (please identify your attachment with the event, product, or service name)

OR: IF Using FTP site to submit large files:

ftp://69.43.137.104/

Username: rpincoming

Password: ftprp

Drag file into page

Send email to rose@raceplace.com that you have uploaded your file and the name of your file.

**All documents must be in PDF format; composite CMYK if 4-color
Please convert all RGB images to CMYK
Please do not send files with crop or registration marks**

All color images must be in Process CMYK unless a PMS color is specified to run on press

Put text or images intended to run in PMS ink on the cyan or magenta plate.

All fonts must be embedded in PDF

Fonts used in EPS files must be converted to outlines

Recommended page layout programs are QuarkXpress, PageMaker and InDesign.

Recommended Illustration programs are Photoshop, and Illustrator.

Pages built in Word, Publisher, CorelDraw and other non-recommended programs are not guaranteed to print properly in black/white, or render color properly.

PDF Distiller settings:

Resolution set to 1270 dpi

Compression - Set downsampling for color and grayscale images to "Bicubic", 300 dpi.

Set downsampling for Monochrome Bitmap images to 800 dpi., CCITT Group 4

Flattening in InDesign should be set to 65%

Fonts - check "Embed all fonts" - "Subset all Embedded Fonts" set the percentage to 99%

The "never embed" box should be empty

CMYK pictures for our press should have 250 to 260 total ink coverage; max black 85%.

Grayscale pictures should not exceed 85% black in any area where detail is desired.