

Forecast 2009

Production Information

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Digital Ad Specifications: Submit as a PDF/X1a file distilled from PostScript (with embedded fonts).

All of the high resolution images and fonts must be included when the Postscript file is saved. We recommend the use of Adobe Type 1 or OpenType fonts – no font substitutions are allowed. Images must be SWOP (CMYK or Grayscale) TIFF or EPS format between 200 and 400 dpi. Total area density should not exceed SWOP standard 300% TAC. Images should be CMYK or grayscale only. Do not nest EPS files into other EPS files. Do not embed ICC profiles within images. Do not embed OPI information in files. All required image trapping must be included in the file. All spot colors not intended to print must be converted to CMYK.

Send ads on CD along with SWOP standard press proof. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Publisher will not be responsible for quality of reproduction if materials provided do not meet these specifications.

Alternations: Advertisements requiring alterations, such as, editing, image manipulation, reductions or enlargements, trapping, etc., will be billed pre-press charges at the publisher's prevailing rates. Approximate costs can be quoted in advance

Retention of Materials: Ad material will only be retained up to one year following use unless return is specifically requested.

Send Materials To:

Human Resource Executive®
Production Department, Dept. 608
Suite 500, 747 Dresher Road
Horsham, PA 19044-0980

Questions should be directed to Production Manager.
(215) 784-0910 X 6252
FAX: (215) 784-0870

	Specifications		
	LIVE	TRIM	BLEED
Full Page Spread	14 ⁵ / ₈ " X 10"	15 ¹ / ₂ " X 10 ³ / ₄ "	16" X 11 ¹ / ₄ "
Full Page	7" X 10"	7 ³ / ₄ " X 10 ³ / ₄ "	8 ³ / ₄ " X 11 ¹ / ₄ "