

ACCEPTABLE FILE FORMATS

- Hi-Res PDF files
- Quark 6 (include graphics & fonts)
- In Design
- TIFF (WE DO NOT ACCEPT TIFFIT FILES)
- Illustrator or Photoshop EPS
- JPEG - Must be 300dpi or higher

DESKTOP ELEMENT FORMATS

- Fonts - Postscript Type 1
- Image/Scans - TIFF; EPS
- Logos/Artwork - EPS

MEDIA - MAC FORMAT ONLY

Material accepted on CD, 100 MB Zip or DVD

E-MAIL ADS

All material sent via email or to the Cygnus FTP site must be compressed.

Send email ads to :

suzette.shear@cygnuspub.com

FILM SPECS

- 133 or 150 Line Screen
- Right Reading, Emulsion Side Down
- Supply Color Proof (Matchprint or Chromalin.)

MEDIA LABELING REQUIREMENTS

- Issue Date
- Advertiser
- Contact Person
- Phone Number
- Return Address (to return material)
- List of contents

DIGITAL PROOFS FOR PROOFING PURPOSE ONLY NOT FOR COLOR MATCH

- DDCP (Kodak Approval, Screen TruRite, Optronics Intelliproof, etc..)
- Ink Jet (Scitex, IRIS, Dupont Waterproof, etc.)
- Dye Sublimation (Imation Rainbow, Tektronix Phaser 480x, Kodak 9000, etc.)
- Film-based proofs (Matchprint, Cromalin, Fuji, Signature, etc.)
- Color Calibration - SWAP standards

MISCELLANEOUS INSTRUCTIONS & STANDARDS - DESKTOP INSTRUCTIONS:

- Use stylized fonts - don't apply style attributes to basic fonts
  - All fonts, images/scans, logos/artwork must be embedded in the eps or Hi-Res PDF File that is sent.
  - Do not nest EPS files in other EPS files
  - All images/scans, logos/artwork must be in CMYK mode
  - Four-color solids should not exceed SWOP density of 300%
  - Supply Quark "Collect for Output" or similar reports
  - Build Bleed into document size
  - Maximum Dot Density - 300
  - Minimum Highlight - 3%
- Additional Instructions:
- For spread ads - send one document.
  - Single page image area should be no more than trim plus bleed.

**AD SIZES FOR FOOD LOGISTICS**

Publication Trim Size	7 7/8" w x 10 3/4" h
Full pg no bleed	7" w x 10" h
Full pg bleed size	8" w x 11" h
Full Pg Spread no bleed	15" w x 10" h
Full Pg Spread bleed sz	16" w x 11" h
2/3 pg no bleed	4 9/16" w x 10" h
2/3 pg with bleed	5 5/16" w x 11" h
1/2 pg spread no bld	15" w x 5" h
1/2 pg spread w/bld	16 1/4" w x 5 1/2" h
1/2pg Junior no bld	4 9/16" w x 7 1/2" h
1/2pg Junior w/bleed	5 1/8" w x 8 1/8" h
1/2 pg horiz no bleed	7" w x 4 7/8" h
1/2 pg horiz w/bleed	8 1/8" wx 5 1/2" h
1/2 pg vert no bleed	3 3/8" w x 10" h
1/2 pg vert w/bleed	3 7/8" w x 11" h
1/3 pg square	4 9/16" w x 4 7/8" h
1/3 pg horizontal	7" w x 3 1/4" h
1/3 pg vert no bleed	2 3/16" w x 10" h
1/3 pg vert w/bleed	3 1/16" w x 11" h
1/4 pg square	3 3/8" w x 4 7/8" h
1/4 pg horizontal	7" w x 2 1/4" h

KEEP LIVE MATTER 3/8" AWAY FROM FINAL TRIM  
AND 1/2" FROM BLEED SIZE  
CRITICAL MATERIAL SHOULD NOT RUN INTO GUTTER

**INSTRUCTIONS FOR SENDING MATERIAL TO THE CYGNUS FTP SITE**

We are able to accept email through our FTP site. Files must be compressed. Please call ahead and let me know that you are sending to this site.

To send a file to the Cygnus FTP site:

1. Go to <http://webftp.cygnuspub.com>
2. Type in Suzette - press continue
3. Select Suzette Schear from list that comes up
4. Fill in your name/subject/email address and message.
5. Press the browse button to attach the file.
6. Hit continue.

Once your ad has successfully been downloaded, you will receive an email confirmation.

**Address to mail materials to:**  
Cygnus Business Media,  
Attn: Suzette Schear, Production Director  
3 Huntington Quadrangle  
Suite 301N, Melville NY 11747  
Any questions, please call  
**631-963-6260**