Kirkus Supplements
Ad Mechanical Requirements

Kirkus must be notified by phone or e-mail PRIOR to transmission of an ad.

Contact: **Molly Brown**
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DELIVERY OF ADS

FTP (File Transfer Protocol) For ads, the following information is required (all lower case):
host: **ftp.kirkusreviews.com**
logon: **krads**
password **ads10292004**

E-MAIL (File must be less than 10MB to e-mail; over 10MB, use FTP or send CD) Ads should be sent to:
jessica.farley@nielsen.com

SHIPMENTS Send discs and proofs to:
Kirkus Reviews
770 Broadway, 7th floor
New York, NY 10003
Attn: Molly Brown

PROOFS Kirkus is NOT liable for final output of your ad if you do not send a proof at 100% with your file. Color proofs must be an Iris or Kodak Approval. All other proofs will be used for content only.

STORAGE OF PRINTED PDFs

Advertisements running in Kirkus will remain on file for one year.

AD SIZES

FULL PAGE:	TRIM:	$8\,^{7}/_{16}$" x 11"
	BLEED:	$8\,^{11}/_{16}$" x $11^{1}/_{4}$"
HALF PAGE:	TRIM:	$8\,^{7}/_{16}$" x $5\,^{1}/_{2}$"
	BLEED:	$8\,^{11}/_{16}$" x $5^{3}/_{4}$"
HALF ISLAND:		$4\,^{7}/_{8}$" x $7\,^{3}/_{8}$"

All live matter should be at least $^{1}/_{4}$" away from trim.

ACCEPTABLE REMOVABLE MEDIA

CD-ROM only – Applications and formats must be indicated.

ACCEPTABLE SOFTWARE

High resolution Adobe Acrobat PDF files are preferred (see instructions below)
QuarkXpress 5 or 6 / Adobe Illustrator CS2 / Adobe Photoshop CS2 accepted.
We cannot accept InDesign, Corel, or Pagemaker files.
We cannot accept ads created in PowerPoint or word-processing applications.
• All files should be sent formatted for Macintosh. PC files will not be accepted. Quark documents must be accompanied by all high resolution art and fonts. All applications & formats must be indicated.

COLOR SPACE Files should be in **CMYK** color and NOT RGB. Pantone inks or other spot colors must be converted to their CMYK equivalents.

RESOLUTION should be at least **150** dpi, though **300** dpi is preferred. Images at a lower resolution will print poorly.

ADOBE ACROBAT PDF FILES

We support files generated by Adobe Acrobat using the specific
Distiller Job Options setting listed below:
• A PDF should be generated from a high resolution Postscript file or printed using high resolution settings
• All items not mentioned should be turned off, set to default or to none. Use the Extreme_L3 Postscript Printer Description (PPD), which can be downloaded from ftp://cminfo:cminfo@ftp.cadmus.com/PPDs
• Distiller Job Options Settings: (downloadable file) ftp://cminfo:cminfoAftp3.cadmus.com/PDFs
• All application files must be flattened before generating PDF files.

1. GENERAL – Compatibility: Acrobat4 – Optimize PDF – Resolution: 2400 dpi – Binding: Left
2. COMPRESSION – Uncheck all three Bicubic Downsampling (Resampling) boxes (Color, Grayscale and Monochrome Bitmap) Images is JPEG, Quality: Maximum. Compression for Monochrome Bitmap Images is CCITT Group 4 – "Compress Text and Line Art" box should be checked.
3. FONTS – Check the "Embed All Fonts" box – Check the "Subset All Embedded Fonts" box and specify "Below 100%" – When Embedding Fails specify "Cancel Job" – for Embedding specify "Base 14 Fonts" – Always and Never Embed should remain empty.
4. COLOR – For Conversion, specify "Leave Color Unchanged" – For Options, "Preserve ALL."
5. ADVANCED – For Options, select "Convert Gradients to Smooth Shades" – For Document Structuring Conventions (DSC) specify "Process DSC Comments," "Preserve EPS information from DSC," and "Preserve Document Information from DSC."