

## ARTWORK SPECIFICATIONS

Please supply us with your working files (Pre-Flighted) in one of the following formats:

### PRINT-OPTIMIZED PDFs

- Please embed all fonts
- PDFs must not contain RGB, LAB or Indexed colors—only CMYK
- At your request, we can supply print-quality Acrobat Distiller job options to ensure the best quality PDF file

**NOTE:** We can't check detailed trapping in print-quality PDFs. Please ensure that all colors are trapped correctly prior to writing your PDF.

### NATIVE INDESIGN FILES

- Include all artwork, EPS files, TIFF files, and all fonts

### ADOBE ILLUSTRATOR FILES

- Please outline all fonts and embed all EPS or TIFF images

### EPS or TIFF

- Not recommended for ads with small type

### GENERAL NOTES

- Please ensure that all colors are defined as process (CMYK), unless a spot color is specified
- All color pictures should be converted to CMYK (no RGB), and should contain no JPEG encoding
- Grey-scale and color images should be scanned at a minimum line-screen of 266 DPI
- There will be a US\$50 production charge per ad for file preparation, pre-flight, trouble-shooting and processing
- Kidscreen does not accept responsibility for reproduction when materials supplied do not meet the above specifications. Kidscreen reserves the right to charge back to the Advertiser or Agency costs of all work incurred for conversion of material

## PRINT RATE CARD

### Kidscreen magazine

Ad Sizes	x1	x2-5	x6-9
Double-Page Spread	\$7,500	\$6,750	\$6,000
Full Page	\$4,500	\$4,050	\$3,600
1/2-Page	\$3,000	\$2,700	\$2,400
1/3-Page	\$2,600	\$2,340	\$2,080

Ad Sizes	Price
Front Cover	\$35,000
Premium DPS	\$8,500
Premium Full Page	\$5,000
Centre Spread	\$8,500
Back Cover	\$15,000

### Mechanical requirements

Ad Position	Trim Size	Type area	Bleed size
Double-Page Spread	16-3/4" x 10-7/8" (425mm x 276mm)	16-3/8" x 10-1/2" (416mm x 267mm)	17" x 11-1/8" (432mm x 283mm)
Full Page	8-3/8" x 10-7/8" (213mm x 276mm)	8" x 10-1/2" (203mm x 267mm)	8-5/8" x 11-1/8" (219mm x 283mm)
1/2-Page Horizontal Bottom, left-hand page	8-3/8" x 5-3/16" (213mm x 132mm)	8" x 5" (203mm x 127mm)	8-5/8" x 5-5/16" (219mm x 135mm)
1/2-Page Vertical Outside edge, left-hand page	4-1/16" x 10-7/8" (103mm x 276mm)	3-7/8" x 10-1/2" (98mm x 267mm)	4-5/16" x 11-1/8" (110mm x 283mm)
1/3-Page Horizontal Bottom, left-hand page	8-3/8" x 3-11/16" (213mm x 94mm)	8" x 3-1/2" (203mm x 89mm)	8-5/8" x 4" (219mm x 102mm)
1/3-Page Vertical Outside edge, left-hand page	2-15/16" x 10-7/8" (75mm x 276mm)	2-3/4" x 10-1/2" (70mm x 267mm)	3-3/16" x 11-1/8" (81mm x 283mm)

[www.kidscreen.com/upload](http://www.kidscreen.com/upload) to submit files

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