

HATTON-BROWN PUBLISHERS' DIGITAL SPECIFICATIONS

Disclaimer: Hatton-Brown Publishers, Inc., shall not be held responsible nor issue any makegoods for digital materials that do not conform to these guidelines. Any necessary changes or corrections will be performed by the publisher. Charges may apply.

DIGITAL REQUIREMENTS:

Please prepare all digital files to specifications. Ads must be sized to publication standards in keeping with the size/shape ordered. Clients will be expected to bear any and all costs incurred by the publisher for changing, correcting, reworking or repairing ad materials. The client assumes all responsibility for files that do not output correctly due to errors or omissions during construction. The client will be billed (\$50 minimum) for any corrections or changes that may be necessary. Film material sent as negatives or positives can not be accepted.

PLATFORM:

Mac or PC

FILE PREPARATION:

Include only files necessary for output on disks. Send only copies of files; never send originals. When sending an Adobe Illustrator or Freehand file, always send in EPS format. **Do not "nest" EPS files in other EPS files.** For Freehand, Illustrator, InDesign and Quark Xpress files, include all linked files. Use "collect for output" to gather all supporting graphics. This will write a copy of the Quark document and all supporting files (not fonts) to the disk. **We cannot accept PageMaker, Corel Draw or Quark Passport documents. (When using these applications, users must export to PDF or EPS format.)** Press optimized PDF files or PDF X/1a are accepted but DCS 2.0 or TIFF/IT P1 files are preferred. Do not send PostScript files. When using clipping paths, define the path using as few points as possible. All images containing clipping paths must be saved as EPS. When building spot colors as 4-color process, in the Edit Color menu set the output to Process Separation. Everything must be trapped to fit. File compression, if necessary, is acceptable using Stuffit, Zip, Binary or Bin-hex. EPS files should be saved with MAC 8-bit pixel previews only. We cannot accept files saved with LZW Compression or JPEG encoding.

FONTS:

Hatton-Brown has the entire library of Adobe Font Folio 8 (Type 1) fonts at its disposal. If your document uses any typeface from another vendor you must convert the typeface to paths/outlines in a drawing program such as Illustrator, InDesign or Freehand. Do not use TrueType, dfonts, OTF or Multiple Master fonts. Always include both screen and printer fonts. When creating text with attributes, such as bold and italic, use that specific font (i.e., Helvetica Bold Oblique) not the style menu to assign these attributes. **If proper fonts do not accompany the disk or ad transmittal, the publisher reserves the right to substitute a similar font at no**

charge, assuming no liability for reflow.

AD SIZE:

Ads sent by digital means must be sized to publication standards in accordance with the size/shape purchased. When sizing full page bleed ads the document should be set at trim size with an additional 0.125" bleed allowance and 0.25" live area. Mechanical specifications will be provided upon request.

SCANS:

All material scanned for color or halftone color reproduction must be scanned at 300 dpi minimum; line art scans must be 1200 dpi minimum. Scans may be saved as EPS or TIFF. Images saved with embedded clipping paths must be saved as EPS files. We can not accept TIF files with clipping paths. RGB, Lab and Indexed Color images must be converted to CMYK. Preferred line screen is 150; maximum 175. For all images not provided in CMYK, the publisher reserves the right to convert the color, based on CMYK U.S. SWOP Standards.

PROOFS:

With each ad, please provide a hard copy, **high quality** digital B/W or color contract proof, 100% in size. Mark all documents for color breaks. Proofs must match digital files.

If no proof is supplied or made per client request, Hatton-Brown assumes no responsibility for ad color or quality control. All materials will be printed in U.S. SWOP standard.

CHANGES & ALTERATIONS:

Ads will appear as transmitted (unless there is a requirement to substitute fonts). **Any changes or alterations requested by clients or required by publisher will incur a minimum \$50 surcharge.**

DISK TYPE:

CD-R, DVD-ROM, Zip (PC or Mac). All disks must be clearly labeled with client's name and referenced as to publication title and month/year of issue. ***Disks will not be returned unless self-addressed and stamped mailer is provided.***

E-mailed or FTP files may be received but are not preferred.

Send E-mail files to: ads@hattonbrown.com
For FTP Click on Upload File button at
www.hattonbrown.com

Disks/Proofs should be mailed to:
Attention: Patti Campbell
225 Hanrick Street • Montgomery, AL 36104
Ph. 334-834-1170 • Fax: 334-834-4525

***Please include Digital Advertising Form
with all submissions.***

Hatton-Brown Publishers, Inc.

Digital Advertising Form

IronWorks ★ Panel World ★ Power Equipment Trade ★ Southern Loggin' Times ★ Southern Lumberman ★ Timber Harvesting ★ Timber Processing

(Note: This form must be submitted with all ad material before ad will be processed. Please duplicate for multiple ad submissions)

Agency/Advertiser

Magazine Title/Issue

Size/Shape

Color

Contact

Phone

Fax

E-mail

REMINDERS WHEN PREPARING FILES:

- ✓ Ensure all fonts are embedded or outlined.
(fonts must be postscript and both screen and printer fonts should be included)
- ✓ Ensure all colors are in their correct format.
(spot colors should be Pantone C and process ads should be in CMYK)
- ✓ Ensure that all placed images are 300 dpi or higher.
- ✓ Send an up-to-date color proof and hard copy printout from final file sent.

Please fill out the following information:

Mac PC

File format:

Quark XPress Adobe Photoshop Adobe Illustrator Adobe InDesign
 PDF TIFF/IT P1 Other _____

File Transmittal:

FTP E-mail CD-Rom DVD-Rom Zip # of disks _____

File Name: _____

Special Instructions _____

Fonts Used (please list) _____

General Information: Hatton-Brown magazines are printed web offset on coated paper and are saddle stitched.

Tone Density: 1-C and 2-C ads, maximum 190% (second color not to exceed 90% when overprinting first color); 4-C ads, maximum 320%.

Digital Ad Proofing Waiver:

I understand that the above magazines are not responsible for the outcome of my ad unless a U.S. SWOP standard color proof from the working file is provided. I further understand that if I fail to provide a color proof of my ad the publisher will print my material within U.S. SWOP standards. I also understand any ad not specified as a Spot Pantone ad should be converted to CMYK color. If I fail to convert my colors to CMYK then the publisher will convert them for me and I understand that this may result in a shifting of color. I also understand that any fonts not supplied by me for the use of my ad may be substituted by the publisher at the publisher's discretion.

Signed: _____ Date: _____

Print Name: _____

Fax this form to 334-834-4525
Attention: Patti Campbell

Revised 08/27/07