

**welcome** The staff at Serbin Communications would like to extend a warm welcome to each of our advertisers. We value your business and pride ourselves on the best customer service in the industry. We will strive to assist you in every way we can in order to make your advertising experience with the Directory of Illustration a successful one.

**artwork deadline** PRIORITY PLACEMENT DEADLINE: APRIL 10, 2009 OR EARLIER  
REGULAR PLACEMENT DEADLINE: MAY 1, 2009  
Ad placement in the book is determined, to a large extent, by the timeliness of advertiser in submitting artwork.  
We encourage you to submit artwork between April 1st and May 1st.

**late submissions** Artwork that arrives late (after May 1st) will be subject to an art extension fee (\$50 for up to one week; plus \$10 for each additional day over one week). All artwork must be in our office by May 15th at the latest.

**digital artwork specifications** We recommend that you submit a high-resolution digital file and proof to meet our specifications, in which case there should be no additional production charges. We include pre-flight review of your file to make sure it is ready for press. Please review the digital file specifications on page 2 before you begin to prepare your ad.

**Page templates in Quark, InDesign, Illustrator, Photoshop and PageMaker are available for download at:**  
**<http://www.directoryofillustration.com/AdvertisingInfo/DI26/templates.html>**

**traditional artwork** If you need to create a traditional mechanical, please contact us right away for an artboard package.  
Traditional artwork specifications and a list of potential production charges are on page 3.

**what to submit**  **1. Artwork** – Digital file, proof and supporting material to meet the specifications on page 2.  
OR Traditional mechanical and supporting material to meet the specifications on page 3.  
 **2. Order Form.** We cannot process your page or list you in our index without this form.

**page numbers help buyers find you** We would appreciate it if you would design the bottom 1/2" of your ad to have a white background so we can add a page number to the page.  
The appearance of a page number on your ad will make it easier for art buyers to find you.

**page design** Page design service is available for \$275/page or \$450/spread.

**press proofs** In the summer of 2009 we will send you a PRESS PROOF that most accurately reflects how your ad will print on our presses.  
All proofs must be returned within two days of receipt via overnight service.

**reprints** Each advertiser will receive 500 book stock reprints at no additional charge (or you may opt for No Reprints and help save the planet).  
Laminated card stock reprints (in lieu of book stock) are available for \$280/page or \$475/spread (1,000 quantity).

**contact information** If you have questions, call us toll free at (800) 876-6425 or e-mail us:

Barbara Kuhn, Production Manager, ext. 223  
barbara@serbin.com

**where to send artwork** Serbin Communications, Inc.  
Attn: DI26 Production  
813 Reddick Street  
Santa Barbara, CA 93103

805-963-0439

**document page size** 8 1/2" x 11" All bleed edges must extend by 1/8" (.125") outside page trim. We recommend all critical elements be kept 3/8" from the trim line (live area); book trimming can sometimes shift as much as 1/8" in either direction.

**artwork submission options** Option 1: Digital page layout with all high resolution imagery in position. Film can be output directly from this file.  
Option 2: Digital page layout with low resolution imagery in position to be replaced with high resolution scans.  
Option 3: Traditional mechanical page layout with high resolution imagery to be placed as per position prints on artboard.

**templates** Templates are provided for the following programs: InDesign, Illustrator, Photoshop and Quark.  
**Download at:** <http://www.directoryofillustration.com/AdvertisingInfo/DI26/templates.html>

**image specifications** When having your images scanned, please give these specifications to your service bureau: All halftone imagery must be 350 dpi CMYK composite scans, placed at 100% in your layout (we print at 175 line screen w/ average ink limit: 300%). Line art should be scanned at 1200 dpi (ie: type and logos). Desktop scans are highly discouraged and DCS files are not acceptable.

**profiles** Please submit your file using your program's normal default settings.  
 (e.g. Photoshop 8.0 = U.S. Prepress Default: U.S. Web Coated SWOPv2, Dot Gain 20%)

**fonts** Both the screen and printer fonts (for all type used within your page) must be included on your disk. We do not accept TrueType, Windows, or Printer-embedded fonts. Do not use "Type Style" menu options in Quark or InDesign (e.g. Bold, Italic). Fonts must have those properties as part of the family you are supplying. Do not create font suitcases with multiple font families; (e.g. do not collect fonts using your layout program). Be sure to include any fonts used in Illustrator eps files.

- file preparation check list**
- All files must be 4-color process (CMYK).  
*Do not submit RGB files; this will result in additional charges and we cannot guarantee color conversion.*
  - Spot colors are not acceptable; they will be converted to 4-color process (we cannot guarantee color conversion).
  - TIFF and EPS Files are preferred  
**Do not save with LZW compression or JPEG encoding.**
  - We do not accept JPEG, DCS or PDF files.**
  - We recommend black backgrounds be specified as "rich black": 100% K, 40% C.
  - Quark image boxes must have white backgrounds.
  - Modified images must be updated.
  - Photoshop/image manipulation will only be accepted on high-res files. *Do not create drop shadows, clipping paths, vignettes or reverse type on low-res FPO images.*
  - Images must be flattened in Photoshop and Illustrator.
  - Do not embed graphics.** All graphics should be placed with links into your document.
  - 4-color process (CMYK) hairlines and type less than 8 pts. should be avoided; we cannot guarantee trapping or registration on press.
  - Keep all layouts and linked files, (i.e. images and logos) in the same folder on your submitted disk. *Do not create separate image/art folders, as your files may not re-link properly, and additional production charges may result to update any missing or modified images.*

- what to send check list**
- Mechanical Board / Color Proof** -You must place a 100% proof of your ad in position on our artboard. Black & white laser proofs are acceptable, as long as a digital color proof is also supplied for reference on high-res files. Please supply a DIGITAL COLOR PROOF (Iris, Kodak Approval, Epson, etc.) that accurately reflects the intended color of your file. This proof must be made from the file you are submitting. Be aware that digital proofs can vary from the actual printing of your ad. We will run film directly from your file. WE DO NOT MODIFY THE DATA IN ANY WAY TO MATCH YOUR DIGITAL COLOR PROOF.
  - Artwork** -Submit digital elements and all fonts (both screen and printer) used in the preparation of your page to us on a CD, along with transparencies or other artwork to be replaced with high resolution scans.

**press proofs** In the summer of 2009 we will send you a PRESS PROOF that most accurately reflects how your ad will print on our presses. If you are not satisfied with your press proof, your file may require adjustment/color correction. You will be billed (\$175/page - \$250/spread) if we have to re-run film from a new file at this stage. Please Note: Our production schedule does not include time for you to see a second press proof after adjustments are made.

**production charges** Minimum charge for production work after artwork submission. . . . . \$125  
**If you are submitting a combination of digital and traditional elements, other production charges may apply (see p. 3).**

**advertiser responsibility** By submitting a digital file, you assume responsibility for the pre-press preparation of your ad.

**traditional mechanical specifications**

**ARTBOARDS:** If you are creating a traditional mechanical, please contact us for a traditional artboard package.

**PAGE TRIM SIZE:** 8 1/2" x 11" All bleed edges must extend by 1/8" (.125") outside page trim.

**LIVE AREA:** We recommend all critical elements be kept 3/8" from the trim line (live area); book trimming can sometimes shift as much as 1/8" in either direction.

**POSITION PRINTS:** Artboards must have position prints pasted down for each image. Camera stats, good quality color copies, or low-res computer printouts are all acceptable formats for position prints. Position prints must be sized, cropped and positioned exactly as they are to appear on the final. Tracings/sketches are not acceptable.

**TRANSPARENCIES:** Any size/format for transparencies is acceptable for scanning. 4x5 or 8x10 are recommended for best reproduction quality. Please submit high quality duplicate transparencies or slides.

**TYPESETTING:** Advertisers must typeset their pages. For best quality, provide type output at 1200 dpi. Use medium weight or heavier type when specifying process color type or reverse type.

**REVERSE TYPE:** For best quality, provide type in positive form. Our printer will shoot the reverse.

**HOLDING LINES:** If lines print around images, you must provide camera-ready artwork for the boxes (at 1200 dpi). Any typesetter or service bureau can create boxes for you. For proper trapping of images, rules should be at least 1 pt. thick.

**SILHOUETTES/VIGNETTES:** Any image that is not cropped with 4 right angles or all clean/straight edges is considered a silhouette/vignette. Please be aware that even a white (or clear) background on your transparency will still pick up some tone/dot when scanned. To ensure a "paper white" background, you will need to request a silhouette (hard edge) or vignette (soft/faded edge) at \$75 per image.

**PROCESS COLORS:** Advertiser must provide a color "swatch" for any color callouts. Swatches will be matched as closely as possible with 4/color process inks.

**ORIGINAL ARTWORK:** Please call us for specifications before sending original artwork. There is a maximum size limit of 16.5" x 11.5" and we must obtain an Original Artwork Release form prior to or with receipt of your materials.

**production charges for traditional mechanicals**

Additional separations (5 included) . . . . .	each \$115
Silhouetting or vignetting . . . . .	per image \$75
Image insetting . . . . .	per image \$45
Black background with reverse type. . . . .	per page \$75
Reverse type . . . . .	per page \$75
Process color background . . . . .	per page \$75
Bleed 4-color background separation . . . . .	per page \$75
Color tints (1 per page free) . . . . .	per tint \$75
Position stats . . . . .	each \$20
Minimum charge for production work after artwork submission. . . . .	\$125

**press proof alteration charges**

Minimum author change charge after press proof . . . . .	\$100
New separation after press proof . . . . .	each \$175
Re-run film from disk after press proof. . . . .	\$175/page \$250/spread