

Sending digital ads is as easy as 1, 2, 3

step 1:

Go to www.KITPLANES.com and review "Ad Mechanical Specs" and "Sending Digital Ads!"

step 2:

If your compressed file is under 2 mb email ads@kitplanes.com

If your compressed file is over 2 mb go to [ftp.ggsbooksftp.com](ftp:ggsbooksftp.com) – enter username: `bkspadsftp` and password: `kpadsggs` in the window. Directory: `Kitplanes/advertisers`. Drag and drop your file.

Make sure file is Zipped or Stuffed before sending!

Call 717-764-2222 x272 regarding FTP questions

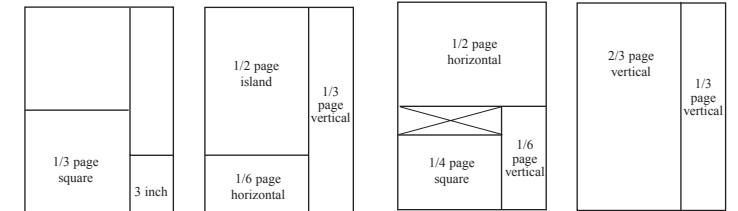
step 3:

E-mail a PDF proof to ads@kitplanes.com

Or send a printed proof to:
KITPLANES c/o Marsha Blessing
1125 Floribunda Lane
Mechanicsburg, PA 17055

Phone 717-433-7985 with questions regarding artwork.

Unit	Width inches (picas)	Depth inches (picas)
2-page spread bleed	16" (96p)	10-3/4" (64p9)
2-page spread live area	13-3/4" (82p6)	10" (60p)
Bleed page	8-1/8" (48p9)	10-3/4" (64p9)
Full page live area	6-7/8" (41p3)	10" (60p)
2/3 page vertical	4-5/8" (27p9)	9 3/4" (58p6)
1/2 page horizontal	7" (42p)	4-3/4" (28p6)
1/2 page island	4-5/8" (27p9)	7-1/8" (42p9)
1/3 page vertical	2-1/4" (13p6)	9 3/4" (58p6)
1/3 page square	4-5/8" (27p9)	4-3/4" (28p6)
1/4 page square	4-5/8" (27p9)	3-1/2" (21p)
1/6 page vertical	2-1/4" (13p6)	4-3/4" (28p6)
1/6 page horizontal	4-5/8" (27p9)	2-3/8" (14p3)
3 inch (Marketplace)	2-1/4" (13p6)	3" (18p)



Printed: Web Offset **Binding: Perfect Bound**
Trim Size: 7-7/8" x 10-1/2" **Bleed Allowance: 1/8" on all edges**
Safety Area: 1/4" **Dot Gain on Press: 17-23%**
Rotation of Colors: SWOP (Black, Cyan, Magenta, Yellow)

Media Labeling Requirements

Issue Date	Advertiser
Agency Name	Contact Person
Phone Number	Vendor Name
Vendor Contact	Ad Number/Name
Key Code	File Name/Number
Return Address (for return of material)	
List of Contents	

PRODUCTION CHARGES

Layout/design, scanning, reducing or enlarging ad material, color proofs, duping files and changes to original materials supplied will all incur a production charge to be billed at \$50 per hour, with a \$25 minimum charge. Quotes available upon request. Quark XPress, Illustrator PDF and EPS files will be flight checked for completeness and correct format upon arrival. There is no charge for this service.

MATERIALS, CHANGES, CANCELLATIONS

- Digital material must be received by closing date.
- Ads requiring production or substantial art work must be submitted ten days prior to space reservation closing date. Advertisers who submit their materials according to these specifications will receive a proof of their ad.
- Cancellation or changes are not accepted after closing date and must be received in writing on or before closing.
- When change of copy is not received by closing date, copy run in previous issue will be inserted.
- Publisher is not responsible for errors because of misinterpretation of illegible handwriting.
- All advertisements must be preceded or accompanied by a signed and dated insertion order or contract.

DIGITAL DATA INFORMATION

KITPLANES can accept digital ads from a number of applications, and from both Macintosh and Windows platforms. Before submitting anything, please make sure that your application and media are on the list below.

General

- All fonts and graphics used in the ad must be included. Linework should be scanned at 1200 dpi, halftones and CT files at 300 dpi, following SWOP standards. (There is a \$25 charge to substitute PC fonts.) All colors must be CMYK with process separation turned on where applicable.
- We are only responsible for the accurate output of the digital ad submitted. KITPLANES cannot be responsible for correcting poor scans, copy fitting, typos, etc.

Media (Mac format preferred, PC secondary)

We accept ads on the following media:

- DVD
- CD-Rom (preferred)
- 1.44 Mb floppies (acceptable)
- 100-250 Mb ZIP (acceptable)

Resolution

Require LW files at 1200 resolution
Require CT files at 300 resolution

Desktop File Formats

Layout Application Files (indicates minimum Version number accepted)
Hi-Res PDF with fonts embedded (preferred version)
 QuarkXPress 3.32 - 5.0 (acceptable versions)
 PageMaker 6 - 6.5 (acceptable versions)
 Illustrator 6 - 10 (acceptable versions)
 Freehand 7 (acceptable version)
 Photoshop 5 - 7 (acceptable versions)

Desktop Element Formats

Images/Scans — TIFF
 Fonts — PostScript Type 1
 Logos/Artwork — Artwork and type outlined or embedded.

Digital Proofs

- Contract Proofs
- DDCP—Kodak Approval, Screen TrueRite, Optronics Intelliproof, etc (preferred)
 - Film-based proofs (Matchprint, Fuji)
 - Other non-contract proofs such as, Ink Jet (Iris, Dupont Waterproof), Dye Sublimation (Imation Rainbow, Tektronix Phaser 480X): the publisher will match to best ability but will not warrant or insure match color reproduction. High quality DDCP proofs can be provided at cost.

Color Calibration

SWOP standards
 All color proofs should be in exact register. The color guide should be an offset press proof made to SWOP specifications or an off-press proof made according to the manufacturer's SWOP Application Data Sheets. Proofs will change over time. They should be dated and not used if a change in appearance has occurred. (e.g., exposure to light over time.)

Electronic Transfer

Technologies – Internet
Applications - FTP address: [ftp.ggsbooksftp.com](ftp:ggsbooksftp.com)
 User ID: `bskpadftp` Password: `kpadsggs`
 Directory: `Kitplanes/advertisers`
 Call 717-433-7985 (Files need to be stuffed or zipped).
Internet - E-mail your zipped or binhexed under 2 mg. to ads@kitplanes.com

Build pages to trim size and extend bleed beyond edge.
 Use stylized fonts and do not apply style attributes to basic fonts.
 All elements must be placed at 100% size.
 Avoid rotation and cropping of images in layout program.
 Include all fonts, image/scans, logos/artwork.
 Do not nest EPS files in other EPS files.
 Pantone color, all images/scans must be in CMYK mode.
 Font information should include manufacturer, font name and version.
 Four-color solids should not exceed SWOP density of 300%.
 Supply Quark "Collect for Output" or similar reports.
 Supply single pages and not spreads.
 Single page image area should be no more than trim plus bleed.
 Supply hard copy proofs that match each supplied digital file.
 Proofs must be provided at 100% size.
 Please do not use automatic leading or lock to baseline grid — these settings virtually guarantee type reflow.