

# DiversityInc

## Magazine Production Specifications

### PLEASE SUBMIT ALL ADS AS FOLLOWS:

- Format: PDF
- Size: 9" X 11.375"  
(this includes a 1/4" bleed)
- Fonts: Embedded
- Art & Photos: hi-res

### APPLICATION FILES

- All files must be hi-res (300 dpi) PDFs with fonts embedded prior to submission.
- A SWOP® Certified Press Proof of the ad is required. DiversityInc cannot be responsible for color variances that result when no SWOP® proof is submitted or when compared to non-spec ad proofs or for the text content of supplied ads.
- A faxed copy is required if the ad is submitted by e-mail.

### CLOSE DATES 2010

Issue	Theme	Ad Materials Due
Jan/Feb	Mentoring	12/14/09
March/April/May	Work/Life	2/4/10
June	DiversityInc Top 50 Companies for Diversity®	4/18/10
July/Aug/ Sept	Employee-Resource Groups	5/26/10
Oct/Nov/Dec	Lessons Learned from the DiversityInc Top 50	9/22/10

### ATTENTION ADOBE INDESIGN USERS:

Some users have found that files exported directly from InDesign to a PDF format drop transparencies when processed for printing. One fix is to export the file either as an .eps or as a postscript file. Both methods retain the transparencies. After postscripting a file, run it through distiller to create a PDF that holds the transparencies. Please refer to your Adobe Manual regarding PDF files.

**Full Page Bleed (.25" on all sides):**  
9" x 11.375"

**Safety:** .25" on all sides

**Trim Size (no bleed):** 8.5" x 10.875"

**Spread Bleed:** 17.5" x 11.375"

- Provide single page documents
- Bind Type: Perfect

For information on SWOP® specifications and a current list of accepted SWOP® Certified Press Proofs, visit their web site at [www.swop.org](http://www.swop.org).

### Advertising-materials submission

Please send ads via e-mail to:  
[ads@DiversityInc.com](mailto:ads@DiversityInc.com)

### Subject field for files sent via e-mail:

Name of advertiser/issue date.

### Also include with all submitted files on disc or to the ad queue:

Advertiser/company name, agency name (when applicable), contact-person name and contact information (person who has submitted file on behalf of advertiser).

### Application files:

All files must be converted to a hi-res (300 dpi) PDF with fonts embedded prior to submission. A hard copy of the ad should accompany the PDF file disc or a faxed copy if submitted by e-mail.

Images must be CMYK or grayscale.  
**(No spot colors, RGB, LAB, or ICC color profiles.)**

### Note:

- Only Type 1 Postscript fonts accepted
- No Multiple Master or True Type fonts
- All fonts must be embedded in PDF All non-spec fonts should be converted to outlines prior to creating a PDF
- No JPEG images
- Do not use artificial font stylization such as bold/italic/underline options in Quark Xpress. Use proper font families



**New Trim Size!**  
Effective  
November/  
December  
2009 issue

- Standard trim, bleed and printer marks. No marks included in live image area
- Do not use JPEG encoding or LZW Compression

**Note:** Color proofs supplied other than SWOP® Certified Press Proof will be used for color content and color identifiers (CMYK), not for color fidelity. DiversityInc cannot be responsible for color variances that result when compared to non-spec ad proofs or the lack thereof or for text content in supplied ads.

**MATERIAL HELD:** DiversityInc reserves the right to purge advertisers' materials and digital files stored for a period of 12 months or more from last printed issue date.

### FOR REPRINTS, E-PRINTS OR

**PERMISSIONS:** Please call (973)494-0507 or e-mail [reprints@DiversityInc.com](mailto:reprints@DiversityInc.com)

### PRODUCTION CONTACT:

Production Manager  
Phone: (973) 494-0505  
Fax: (973) 494-0525

### CORPORATE OFFICE ADDRESS:

570 Broad Street, 15th Floor  
Newark, NJ 07102