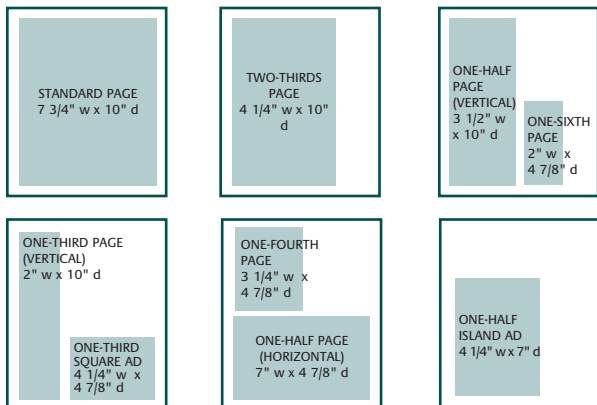


AARC TIMES & RESPIRATORY CARE MECHANICAL SPECIFICATIONS

AD SIZE WIDTH X DEPTH



FOR DIGITAL ART SPECIFICATIONS VISIT WWW.AARC.ORG OR CALL (972) 243-2272

Standard page (safety area)	7 3/4" w x 10" d
Two-thirds page	4 1/4" w x 10" d
One-half page (horizontal)	7" w x 4 7/8" d
One-half page (vertical)	3 1/2" w x 10" d
One-half Island	4 1/4" w x 7" d
One-third page (vertical)	2" w x 10" d
One-third Square	4 1/4" w x 4 7/8" d
One-fourth page	3 1/4" w x 4 7/8" d
One-sixth page	2" w x 4 7/8" d

INSERT REQUIREMENTS

DEADLINE FOR INSERTS: For *AARC Times* – 22nd of month two months preceding date of issue; for *RESPIRATORY CARE* – tenth of month preceding month of issue.

CALL FOR MECHANICAL SPECIFICATIONS. Advertisers must submit a mock-up or sample for approval. Call 972-243-2272 and ask for Advertising or Production.

SHIPPING ADDRESS FOR INSERTS: AARC Times Inserts:
RR Donnelly, AARC Times, Month of Issue,
1025 North Washington Street, Greenfield, OH 45123.

RESPIRATORY CARE Inserts: Cenveo, RESPIRATORY CARE,
Month of Issue, 2901 Byrdhill Road,
Richmond, VA 23228-5867

DAEDALUS ENTERPRISES, INC.
PUBLISHERS FOR THE AMERICAN ASSOCIATION
FOR RESPIRATORY CARE
9425 N. MacArthur Blvd, Ste. 100, Irving, TX 75063
(972) 243-2272 • Fax (972) 484-2720
www.aarc.org



BINDING: *AARC Times* is Saddle Stitched; *RESPIRATORY CARE* is Perfect Bound.

TRIM SIZE: *AARC Times* is 8 1/4" x 10 7/8" and *RESPIRATORY CARE* is 8 1/8" x 10 7/8".

SPREAD FULL BLEED: For *AARC Times* 16 3/4" x 11 1/4" and *RESPIRATORY CARE* 16 1/2" x 11 1/4". Allow 3/32 mill out per page when art or copy crosses gutter.

PAGE FULL BLEED: For *AARC Times* 8 3/4" x 11 1/4" and *RESPIRATORY CARE* 8 1/2" x 11 1/4".

PAGE GUTTER BLEED: For *AARC Times* 8 1/2" x 10" and *RESPIRATORY CARE* 8 3/8" x 10".

HALF PAGE HORIZONTAL FULL BLEED: For *AARC Times* 8 1/2" x 5 1/2" and *RESPIRATORY CARE* 8 3/8" x 5 1/2".

HALF PAGE VERTICAL OUTSIDE OR GUTTER BLEED: For *AARC Times* and *RESPIRATORY CARE* – 4" x 11 1/4".

TWO-THIRDS PAGE OUTSIDE OR GUTTER BLEED: For *AARC Times* and *RESPIRATORY CARE* – 5 1/4" x 11 1/4".

PAPER STOCK – INSIDE PAGES: For *AARC Times* – 45 lb. #4 Gloss; for *RESPIRATORY CARE* – 45 lb. Somerset Gloss 80.

PAPER STOCK – COVERS: For *AARC Times* – 80 lb. #3 Gloss; For *RESPIRATORY CARE* – 80 lb. Opus Gloss.

HALFTONE SCREEN: For *AARC Times* and *RESPIRATORY CARE* – 133 Line Screen.

REPRODUCTION PROCESS: For *AARC Times* and *RESPIRATORY CARE* – Webb Offset.

COLOR PROOFS: For *AARC Times* and *RESPIRATORY CARE* require match prints for color accuracy.

COLOR ROTATION: For *AARC Times* and *RESPIRATORY CARE* – Black, cyan, magenta, yellow.

MATERIALS DEADLINE: For *AARC Times* – 22nd of month two months preceding date of issue; for *RESPIRATORY CARE* – tenth of month preceding month of issue.

SHIPPING ADDRESS FOR MATERIALS: Beth Binkley, Name of Magazine, Month of Issue, 9425 N. MacArthur Blvd., Ste. 100, Irving, TX 75063.

STORAGE POLICY: For *AARC Times* and *RESPIRATORY CARE* – Digital files are held for one year, then destroyed unless instructed otherwise.

For complete advertising information contact:
Tim Goldsbury at goldsbury@aarc.org or
Anna Blydenstein at anna@aarc.org
(561) 745-6793 • Fax (561) 745-6795
725 North Highway A1A, Suite C-106 • Jupiter, FL 33477

AARC TIMES & RESPIRATORY CARE ADVERTISING MEDIA REQUIREMENTS

DAEDALUS ENTERPRISES • 9425 N. MACARTHUR BLVD, STE. 100, IRVING, TX 75063 • (972) 243-2272 • FACSIMILE (972) 484-2720 • WWW.AARC.ORG
Publishers of RESPIRATORY CARE Journal and AARC Times Magazine for the American Association for Respiratory Care

BASIC OUTPUT CHECKLIST

- Adobe PDF File
- Adobe Illustrator File
- Adobe Photoshop File
- QuarkXpress File
- Mac File
- PC File
- CD
- Label all transfer media with your name.
- Bleeds should extend at least 1/8"
- Include all fonts, **including** fonts used in all graphics, images, logos, and artwork used in layout. *(It's best to convert fonts to outlines in artwork)*
- Convert all color images to CMYK mode

SENDING FILES ELECTRONICALLY:

E-mail to binkley@aarc.org. It is recommended that you use a compression utility (such as Stuffit Deluxe) to compress all files into ONE folder for e-mail.

QUESTIONS?:

Contact Beth Binkley at binkley@aarc.org or by telephone at (972) 243-2272, for any questions related to advertising material requirements.

Contact Tim Goldsbury, RRT, Director of Sales, at goldsbury@aarc.org or by telephone at (561) 745-6793 for any questions related to the placement of advertising.

MEDIA OUTPUT INSTRUCTIONS

PROOFS:

- Using the final version of your layout, output single page composite laser or color proof.
- Output all proofs at 100% so that we can use them to check each page; it is not necessary to show bleeds on proofs.

FILE PREPARATION:

- PDF files should be created at the highest resolution possible for quality output. Be sure to embed ALL fonts, and that the images imported into the file that you are creating a PDF file from are the highest resolution possible.

FONTS:

- When creating text with attributes such as bold or italic, use that specific font (i.e. HelveticaBoldOblique). **DO NOT USE** the style menu in QuarkXpress to assign font attributes.

GRAPHICS:

- Include ALL supporting files placed in your page layout.
- Make sure all images are EPS format.
- TIFF files on a colored background may not print correctly.

QUARK FILE PREPARATION:

- Provide all QuarkXpress files with all accompanying graphics and fonts (both SCREEN and PRINTER), including fonts used inside your graphics.
- All graphic elements placed into Quark at 100%.
- We prefer high resolution (266 dpi minimum).
- Before collecting your files, look under UTILITIES, select USAGE, then select PICTURE. Make sure all graphics are EPS and status is OK.
- Go under FILE and pull down to Collect for Output, say OKAY if prompted to save document.
- Check all the boxes for Layout Embedded pictures Linked Pictures Screen Fonts Printer Fonts
- Navigate to your folder or file transfer media and click on COLLECT

WE CANNOT GUARANTEE ADS THAT DO NOT MEET SPECIFICATIONS.

SEE REVERSE FOR MECHANICAL SPECIFICATIONS