

# AARC Times & RESPIRATORY CARE ADVERTISING MEDIA REQUIREMENTS

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

## MATERIAL SUBMISSIONS

All new electronic ad submissions are reviewed for print specifications. Although we make every attempt to identify all errors in supplied files, the publisher shall assume no responsibility for advertiser supplied files which are incomplete or files not adhering to the publisher's specifications.

## PDF DIGITAL FILES

Digital data is required for ad submission, presented in PDF format. PDFs must be created using Adobe Acrobat Distiller. PDFs created by any other means have the potential to fail during the RIP stage. If you do not have access to Acrobat Distiller, we can distill the file for you. AARC cannot be held liable for any errors, omissions or art alterations that may occur. Only one ad per PDF file.

- **PDF/X1a Format** — This is the preferred format of file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.
- Desktop applications (QuarkXpress, InDesign) saved as PDF/X1a (distilled from PostScript), LaserWriter or AdobePS have to be used when saving the PostScript file.
- All high-resolution images and fonts must be included when the PDF/X1a file is saved. Only use Type 1 Fonts—no TrueType Fonts or Font Substitutions.
- Images must be set to U.S. Web Coated (SWOP)v2 (CMYK or Grayscale), Image should be in EPS format between 266 and 300 dpi. No RGB or JPEG images. Do not nest EPS file into other EPS files. All required image trapping must be included in the files if desired by the advertiser.

## NATIVE DIGITAL FILES

Native application files in Macintosh platform are also accepted. QuarkXpress, Adobe Photoshop, Adobe Illustrator files only. Include ALL supporting files placed in your page layout, including fonts used in all artwork, images, and logos. It is best to outline all fonts in Adobe Illustrator if possible before placing into page layout program. All artwork must be CMYK color mode. EPS image format preferred, TIFF files on a colored background may not print correctly. All elements should be placed in file at 100%, no scaling. If you are using layers to build your ad, please flatten the layers before creating your PDF to be sure that it processes correctly for printing.

NOTE: Materials that require conversion to publisher's specifications may not print correctly and AARC cannot be held liable for ads that do not meet our submission guidelines.

**FOR COMPLETE ADVERTISING INFORMATION CONTACT:**  
 Contact Tim Goldsbury, RRT, *Sales Director* at goldsbury@aarc.org  
 Andrea Conte' *Sales Consultant* at andrea@aarc.org  
 James F. Adams *Sales Consultant* at james@aarc.org  
 Call (561) 745-6793 for any questions related to the placement of advertising.

## AD SPECIFICATIONS

- Build document to ad size — see reverse side.
- Image resolution 266 dpi – 300 dpi.
- Do not use 4/C black for text
- 133 line screen, ink density 280%
- Fractional ads do not bleed and require a border, or background fill as border.
- Full page bleed should extend at least 1/8" per side.
- Keep live matter within a 7 1/2" x 10" safety area for full bleed ads.
- Standard trim, bleed, and printer marks with full page ads. No marks included in live image area, or bleed.
- 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.
- All color must be converted to CMYK with spot designation removed. All ads must not contain any PMS metallic or fluorescent inks, and all spot colors must be converted to CMYK. Do not PDF ads containing spot colors.
- Transparency and layers built in Adobe CS programs such as InDesign and Illustrator must be flattened or rasterized prior to creation of PDF and file submission. Publisher is not responsible for transparencies and/or printing problems related to ad submissions that are not properly flattened before the PDF is created. Manual trapping to be applied in application layout by the ad designer.
- We only accept native files for ads created in QuarkXpress, Adobe Illustrator and Photoshop. Include ALL supporting files and fonts placed in your page layout. All ads created in other layout programs such as InDesign can only be submitted in PDF format.
- 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.

## EMAIL LABELING REQUIREMENTS

Electronic ad submissions must include the following information when emailed: Name of advertiser, publication title, issue date, contact person handling the submission, contact phone and/or email address.

## SENDING FILES ELECTRONICALLY

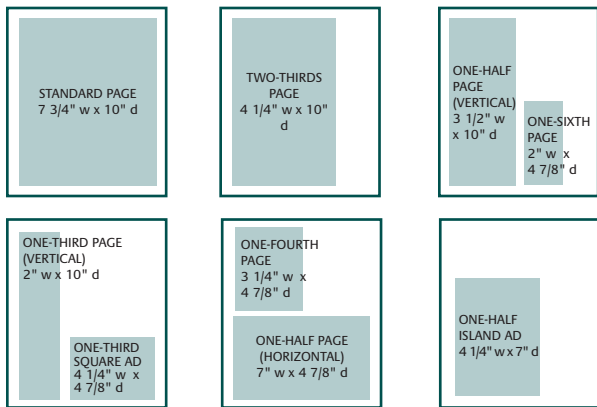
E-mail binkley@aarc.org. It is recommended that you use a compression utility (such as Stuffit Deluxe) to compress all files into ONE folder for e-mail.

## QUESTIONS?

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

# AARC Times & RESPIRATORY CARE MECHANICAL SPECIFICATIONS

## AD SIZE WIDTH X DEPTH



FOR DIGITAL ART SPECIFICATIONS VISIT [WWW.AARC.ORG](http://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](http://www.aarc.org)

Audited By:

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

**MATERIALS DEADLINE:** For *AARC Times* – 23rd 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 or email digital files  
to [binkley@aarc.org](mailto:binkley@aarc.org)

**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, RRT Sales Director at [goldsbury@aarc.org](mailto:goldsbury@aarc.org)  
Andrea Conte Sales Consultant at [andrea@aarc.org](mailto:andrea@aarc.org)  
James F. Adams Sales Consultant at [james@aarc.org](mailto:james@aarc.org)  
(561) 745-6793 • Fax (561) 745-6795  
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