

## PRODUCTION CONTACT INFORMATION

### Ad Management Services

Los Angeles, CA USA  
 Phone: +1 310 445 4213  
 Fax: +1 310 445 4209  
 Email: ams@cancom.com

### Ad Materials

**Send to:**  
 Canon Communications LLC  
 Attention: Nutritional Outlook-AMS  
 11444 W. Olympic Blvd.  
 Los Angeles, CA 90064-1549  
 USA

### Insertion Orders

**Send to:**  
 Canon Communications LLC  
 Attention: Nutritional Outlook Sales  
 11444 W. Olympic Blvd.  
 Los Angeles, CA 90064-1549  
 Fax: +1 310 445 3799

For more information visit [www.cancom.com](http://www.cancom.com) • [www.canonmediakit.com](http://www.canonmediakit.com) • [www.canonespecs.com](http://www.canonespecs.com)

## DIGITAL AD SPECIFICATIONS

**We require digital files. Acceptable formats are: PDF, EPS, TIFF or a Postscript file.** Files should be 300 dpi, CMYK, Grayscale, or Two-Color with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK or Grayscale. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi.

**Acceptable Media:** 650 or 700 MB CD or Zip 100. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disk with advertiser name, issue number, ad headline, contact name and contact telephone number.

**FTP Server available:** Canon Communications has an FTP server available for your use when uploading advertising materials to *Nutritional Outlook*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit [canonespecs.com](http://canonespecs.com). Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within a day of the FTP upload.

**Email available:** Files can be emailed to [ams@cancom.com](mailto:ams@cancom.com) if they are 5 mbs or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number, or fill out a Digital Ad Checklist found at [canonespecs.com](http://canonespecs.com). Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within a day of the email transmission.

### Screen Requirements:

2 – color 120 line, 133 maximum  
 4 – color 133 line, 150 maximum.

### Density:

2 – color 185% maximum  
 4 – color process 300% maximum

**Bleeds:** Allow  $\frac{1}{8}$ " on all sides. Keep live matter  $\frac{3}{8}$ " from trim, head, foot and binding edge. Keep crop marks outside of live area.

**Trim Size:**  $7\text{-}\frac{7}{8}$ " x  $10\text{-}\frac{3}{4}$ "  
 (200mm x 273mm)

**Binding:** Perfect bound

**Preflight:** All digital ads undergo a preflight inspection process. If an error is detected, the advertiser, or the agency, will be notified immediately. A corrected digital ad file must be resubmitted and accompanied by a new proof, checklist, and written instructions to replace and purge the previously submitted file.

### Ad Space Units

#### 2 Page Spread

**Bleed:**  
 16" x 11"  
 406mm x 280mm  
**2 Page Spread**  
**Gutter Bleed Only:**  
 15" x 10"  
 381mm x 254mm

#### 2/3 Page Horizontal

**Bleed:**  $8\frac{1}{8}$ " x 8"  
 207mm x 203mm  
 (live area not to exceed non-bleed size centered)  
**Non-Bleed:**  
 $7\frac{1}{8}$ " x  $7\frac{1}{2}$ "  
 182mm x 190mm

#### 1/2 Page Horizontal Spread

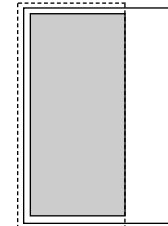
**Bleed:** 16" x 5"  
 406mm x 143mm  
 (live area not to exceed 15" x 4"/381mm x 118mm)  
**Non-Bleed:**  $14\frac{1}{4}$ " x  $4\frac{1}{8}$ "  
 375mm x 118mm

#### Full Page



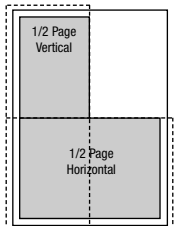
**Bleed**  
 $8\frac{1}{8}$ " x 11"  
 207mm x 280mm  
 (live area not to exceed non-bleed size centered)  
**Non-Bleed**  
 $7\frac{1}{8}$ " x 10"  
 182mm x 254mm

#### 2/3 Page Vertical



**Bleed**  
 $5\frac{1}{2}$ " x 11"  
 140mm x 280mm  
 (live area not to exceed non-bleed size centered)  
**Non-Bleed**  
 $4\frac{1}{2}$ " x 10"  
 115mm x 254mm

#### 1/2 Page



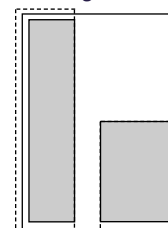
**Bleed Vertical**  
 $4\frac{1}{8}$ " x 11"  
 105mm x 280mm  
 (live area not to exceed  $3\frac{1}{8}$ " x 10"  
 79mm x 254mm centered)  
**Non-Bleed Vertical**  
 $3\frac{5}{8}$ " x 10"  
 85mm x 254mm  
**Horizontal**  
 $6\frac{7}{8}$ " x  $4\frac{3}{8}$ "  
 175mm x 123mm

#### 1/2 Page Island



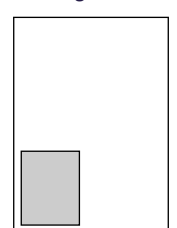
**Bleed**  
 $5\frac{1}{2}$ " x  $8\frac{1}{4}$ "  
 140mm x 210mm  
 (live area not to exceed  $4\frac{1}{2}$ " x  $7\frac{1}{4}$ "  
 115mm x 184mm centered)  
**Non-Bleed**  
 $4\frac{1}{2}$ " x  $7\frac{1}{2}$ "  
 115mm x 190mm

#### 1/3 Page



**Bleed Vertical**  
 $3\frac{3}{8}$ " x 11"  
 82mm x 279mm  
 (live area not to exceed non-bleed size centered)  
**Non-Bleed Vertical**  
 $2\frac{3}{8}$ " x 10"  
 56mm x 254mm  
**1/3 Square**  
 $4\frac{1}{2}$ " x  $4\frac{1}{8}$ "  
 115mm x 123mm

#### 1/4 Page



**1/4 Page**  
 $3\frac{3}{8}$ " x  $4\frac{1}{8}$ "  
 86mm x 123mm