Just about everything you need to know on the subject:

specifications
for advertising in

Deaf Life

http://www.deaflife.com/mediakit/

YOUR CAMERA-READY ARTWORK:
how to help us get the best results

Use this online specs sheet as your guide. Save your art-work (the ad) as a file (whose name should include your company's name and date of issue where the ad will be inserted). E-mail it to us with all other pertinent files. These would include fonts, .tiff, .eps—anything that will help us design the best-looking, clearest, cleanest, most readable ad that best represents your intentions and yields the high-est-quality results. The following paragraphs explain these technical and design aspects in detail—exactly what we need from you to ensure the best results.

Why E-mail?

E-mailing us your art enables us to print straight from disk to plate without going through the time-consuming nega-tive-output/stripping phase. This is better for the environ-ment—it avoids chemical pollution from fixing and develop-ing film, and saves trees, plastic, water, and silver.

Lopsided margins? Not really...

You will notice that the inner and outer margins of our page layout don't match. The gutters (central or inner margins) are offset. Instead of measuring an even 1/2" all around, the gutters measure 1/3" while the outer margins are 2/3". We've set it up this way to put an extra bit of width where the page will be held and turned with the thumbs and fin-gers. Our aim is to give the page layout a cleaner look, without the thumbs intruding onto the text and art, as they would with narrower margins. This enhances readability of the text and ads. It gives them a bit of "breathing space."

Fonts

- Be sure to include ALL fonts, both printer and screen, for ALL elements of your documents. It is important to remember that Quark will not generally warn you of a font that is in a placed EPS (see the section on EPSes).
- Be safe when assembling fonts. Make certain you are getting the right version and style of each font, and that the files are not corrupt.

Images

- Note that **DEAF LIFE** is prepared using a Cyan-Magenta-Yellow-Black (CMYK) model, NOT RGB (Red, Green, and Blue). Convert pictures before sending them, so you can see if the mode change is acceptable.
- We charge extra for color-proofing photographs. So please color-proof your photos BEFORE sending them to us. If you still want us to color-proof your images or need a color separation, contact us for a quote.
- If you're including Photoshop images, these must be 100% and 300 dpi (dots per inch).
- All images should be saved in either TIFF or EPS for-mat. All other formats are a crapshoot—they may or may not image accurately.
- Photo-compression can save a lot of disk space, but it is not generally compatible with imagesetters. You also run the risk of ruining the file during the Compress/Uncompress stage. If you must use disk compression, then save your photos in Photoshop TIFF format, with the LZW compression on.

EPSes

- Illustrator or Freehand files must be saved in EPS format before they can be placed in Quark. This creates the opportunity for many conflicts and problems. Colors, fonts, and photos can all image incorrectly, since the information is all "encapsulated." (For Freehand, please include the document file without EPS, in case something needs correction.)

Fonts in EPSes:

- Quark will not generally warn you if a font inside an EPS is not loaded, yet the plate-making machine still needs this information. Because the font is "embedded" does not mean it's "loaded." Embedding a font simply embeds the font information (type, style, size, etc.), not the actual font itself. To avoid possible font problems in EPSes, you can simply convert ALL fonts to paths (create outlines in Freehand). However, doing this it makes it nearly impossible to edit the text, as there is no text to edit. Therefore, we recommend that you save and send us two files: one "Editable Text," and the other "Path File." The separately-saved file with the type remaining as text is easily editable in case we have a problem with the EPS file.

Colors in EPSes:

- Use 4-color processing without the Pantone Matching System (PMS). Please spell out EXACTLY, in Cyan Magenta, Yellow, and Black. If you use PMS information, just click to "Process Separation." (Do not use "Spot.") If, however, you want a specific color with the PMS, contact us about the additional cost. We'll give you a quote.

Quarter-page ad
No bleed
With margins:
2.375" (w)
x 3.5" (h)
(.375 = 3/8")

$500.00 B/W
$955.00 4-color

Quarter-page ad
No bleed
With margins:
2.375" (w)
x 3.5" (h)
(.375 = 3/8")

$500.00 B/W
$955.00 4-color

Horizontal half-page ad
No bleed
Margins:
5" (w) x 3.5" (h)

$780.00 B/W
$1,255.00 4-color

Center spread

With bleed: 11.654" (w) x 8.268" (h)

$1,650.00 B/W

$1,900.00 4-color

Any other spread

With margins: 10.66" x 7.25" (h)

(.66 = 2/3")

$1,500.00 B/W

$1,800.00 4-color

Full-page ad

With bleed:

5.827" (w) x 8.268" (h)

$1,250.00 B/W

$1,500.00 4-color

With margins:

5" (w) x 7.25" (h)

$1,050.00 B/W

$1,250.00 4-color

Back cover:

The July back cover is reserved for **DEAF LIFE**'s "retrospective," but the rest

of the year can be yours.

With bleed: 5.827"(w) x 8.268"(h)

$1,800.00 B/W

$1,900.00 4-color

Vertical half-page ad

No bleed

Margins:

2.375" (w) x 7.25" (h)

(.375 = 3/8")

$780.00 B/W

$1,255.00 4-color

Why the weird dimensions?

The precise dimensions of these pages are 5.827" or 15 centimeters (width) x 8.268" or 21 centimeters (height). These fall between the familiar 5-1/2" x 8-1/2" or 6" x 9" dimensions. They are also equivalent to the standard A5 paper size used in Europe. Heidelberg presses have been used for years for much of the offset printing done in the United States, but are calibrated with European measurements. We find it easier to use these for **DEAF LIFE**.

MSM Productions, Ltd.
1095 Meigs Street
Rochester, New York
14620-2405

585-442-6371 FAX

Any questions?
Contact us at
mediakit@deaflife.com

Further notes...

- We have a Macintosh platform. Here are recommendations for Mac and PC users.

For Mac users:
- For all sizes of ads, QuarkXPress works well. We recommend QuarkXPress 4.1 for optimum results.
- However, if you're using PageMaker, we can only accept **full-page ads**, because we can't take out your artwork and integrate it into the **DEAF LIFE** layout. You **MUST** place full-page ads **ONLY** so we can output the single page and have uniform imposition with all other pages of that issue.
- If you use only Illustrator or Freehand, by all means, go ahead and send us your art in Illustrator or Freehand formats, and we will import it to Quark.

For PC users:
- The same limitations that apply to PageMaker apply to Quark as well. We can only accept full-page ads formatted on Quark or PageMaker.

Final details:
- Before sending your file(s), download "StuffIt" from Aladdin Systems at www.aladdinsys.com, and then E-mail the compressed file to

digital@deaflife.com

Tearsheet policy
Our advertisers receive the complete issue of **DEAF LIFE** containing their ad—not a tearsheet.

Getting the most mileage from your ad

DEAF LIFE is well-known for its long shelf life—longer than Deaf newspapers and many other periodicals. It's not unusual to get queries or orders years after an ad is run. Here are some suggestions for extending the viability of your ads. (Please note that these are merely suggestions. They are not mandatory.)

We recommend that you avoid coupon-style ads ("To get your free catalog, fill out this form, clip, and send to us"), since these quickly become outdated. We prefer sophisticated text-and-image ads that retain their timeliness.

Don't include your local/office telephone or TTY number in the ad. Use a toll-free (800) number instead, since a toll-free number has staying power, while a local number soon becomes useless if your company relocates or if the area code is changed. Customers who want to contact you will not be able to reach you if the number is no longer in use or the area code is invalid. Telephone numbers get switched around frequently, which is why telephone directories have to be updated annually. Not everyone has easy access to online listings of new area codes.

You need not include your company's street or post-office-box address in the ad. Use a URL (example: http://www.ABC_XYZ.com) to encourage customers to visit your homepage, find your current mailing and E-mail addresses, and place orders directly via Web-based E-mail.

Cluster ads: a few suggestions

Four quarter-page ads, if placed separately, would cost $500.00 apiece, or a total of $2,000.00. But if you'd like to run four quarter-page ads in the same issue, we can give you a full-page discount rate of $1050.00—the same amount you'd pay for a single full-page ad—but split into quarters and placed on the same page, facing pages, or sequential pages—your choice. This constitutes a savings of $950.00.

If you'd like to place two quarter-page ads and one half-page ad in the same issue, that would cost $1,780.00, a savings of $730.00.

If you'd like to place mixed-size, clustered, or sequential ads on the same, facing, or separate pages (depending on the design), we can negotiate a "cluster-ad discount." Contact us for details.

Join the "High-Frequency Club"

We offer special discounts for frequency advertisers. You can qualify by placing an ad for a 12-issue run ("Twelve-Month Special"). When you sign up for a 12-month run, you're automatically enrolled.

Frequency advertisers get a complimentary **DEAF LIFE** subscription. We will also offer you a small banner-ad in DeafLife.com.