

CAMERA-READY AD SUBMISSION

- "Camera-ready" means the file is a press-ready PDF and needs no work.
- Camera-ready ads must be in Acrobat PDF format using press quality (not screen or web) setting.
- All colors (in the ad and in all imported art) must be CMYK and all grayscale must be grayscale. No RGB, Index, Lab or Pantone colors.
- Embed all fonts.
- Art resolution: 300 dpi. Text/line art resolution: 600 dpi.
- Ad must be exactly the ad size scheduled, no bleed (however, a full page may bleed if desired). See ad sizes in box.

Emailing your ad

- In the subject line put ad name, ad size and issue month. In the message put your contact info and your account manager's name.
- Email all ads to ads@hedgehoggraphics.com. Please "cc" your account manager for ads under 5 megs.
- Send ads over 10 megs using www.yousendit.com to ads@hedgehoggraphics.com.

Mailing your ad

We prefer you send us your ad electronically. If you must physically mail the ad or a proof, send (ads only) to: ParentMap Ads, Hedgehog Graphics, 6006 28th Ave. NE, Seattle, WA 98115

The following is not camera-ready

- **Native files:** tiff, jpeg, .psd, eps. If you submit a native file, there will be a \$45-75 design fee to convert your ad to press-quality PDF. If you must submit a native file, you are required to send all linked art and outline all fonts (or submit all fonts) for the ad to turn out.
- **Word files:** These can only be used as a guideline to design your ad for you at a design fee. Separately attach any art imported into the Word document for best quality. Submit a PDF with the Word doc as the fonts may not come across so we can see what we are trying to recreate.
- **Publisher, Corel, Word Perfect files.** *Do not send these files!* Our art department cannot open them. If this is the only format your ad is in, please make a pdf or a jpeg of your file and separately attach each art files. We can then recreate your ad (see Production Services and Fees box). Note: PDFs made from these programs usually do not meet press requirements.

PRODUCTION SERVICES AND FEES

Display ad creation

- 1/16 page: \$50
 - 1/8 page: \$75
 - 1/4 page: \$100
 - 1/2, Junior or Full page: \$125
- Pricing includes 2 proofs. Additional revisions/proofs are billed at \$75/hour, \$25 minimum/additional proof.

Classified ad creation

- 1x1: \$40
 - 1x2 or 2x1: \$50
 - 1x3 and larger: \$60
- Pricing includes 2 proofs. Additional revisions/proofs are billed at \$75/hour, \$25 each minimum/additional proof.

Revising existing ads

Revising, opening or converting existing or camera-ready ads is billed at \$75/hour, \$50 minimum.

Ad pricing above is a guideline. Complex production will be billed at \$75/hour.

PRODUCTION HINTS

- Do not reverse very thin or very small type (below 7 or 8 pt, depending on font) out of dark colors, especially builds.
- Art must be CMYK or grayscale in order for the PDF to be CMYK or grayscale (even if you have selected press quality PDF settings). You need the full version of an image editing program to check or convert colors (i.e. the *full version* of Photoshop).
- Create your ad in CMYK or grayscale mode from the start. If you create your ad in RGB and then convert to CMYK the black will convert to a heavy mixture of CMYK instead of being plain black and may not print well.
- If you want a "rich black" for a solid black background, use 20C 20M 20Y 100K.
- Be careful about using images pulled off the web. They are usually 72 dpi and small. Upping the resolution even in a photo editing program may have fuzzy results.
- Black and white photos print more richly in "4C black" than in grayscale.
- If you are not using professional graphics programs for print to create your ad, edit art and make the PDF, please send your ad PDF in *at least one day early* for us to check.

AD SIZES ParentMap

1/16 page	1.87" wide x 2.33" tall	no bleed
1/8 page horiz	4" wide x 2.33" tall	no bleed
1/8 page vert	1.87" wide x 5" tall	no bleed
1/4 page	4" wide x 5" tall	no bleed
1/2 horiz	8.2" wide x 5" tall	no bleed
1/2 vert	4" wide x 10" tall	no bleed
3/4 vert	6.25" wide x 10" tall	no bleed
Full page no bleed	8.2" wide x 10" tall	no bleed
Full page with bleed	Trim: 9" w x 10.875" tall (Bleed dimensions: 9.50" w x 11.375") (Live area: 1/4" inside trim: or 8.5" x 10.375")	Add 1/4" bleed all sides

AD SIZES Family Directory, LearningMap, BabyMap, SummerMap

1/16 page	1.774" wide x 2.204" tall	no bleed
1/8 page horiz	3.762" x 2.204" tall	no bleed
1/8 page vert	1.774" wide x 4.622" tall	no bleed
1/4 page	3.762" wide x 4.622" tall	no bleed
1/2 horiz	7.75" wide x 4.622" tall	no bleed
1/2 vert	3.762" wide x 9.46" tall	no bleed
3/4 vert	6" wide x 9.46" tall	no bleed
Full page no bleed	7.75" wide x 9.46" tall	no bleed
Full page with bleed	Trim: 8.25" wide x 10.5" tall (Bleed dimensions: 9" w x 11") (Live area: 1/4" inside trim: or 7.75" x 10")	Add 1/4" bleed all sides

Please note on all bleed ad files: no crop marks inside trim; please offset .125" (p9)

PREPRESS Macintosh based. **PRINTING** Web offset (SWOP), heatset press. 120 line screen. 15-25% dot gain in mid-tones and shadows. CMYK ink limit: 290%.

DEADLINES 2010

ISSUE	SPACE	CMR	DISTRIBUTES	ISSUE	SPACE	CMR	DISTRIBUTES
January	M 12/7	W 12/9	Te 12/29	August	Th 7/8	M 7/12	Te 7/27
February	F 1/8	Te 1/12	Th 1/28	Family Directory*	F 7/16	Te 7/20	Th 8/5**
SummerMap*	F 1/15	Te 1/19	Th 2/4**	September	M 8/9	W 8/11	Th 8/26
March	F 2/5	Te 2/9	Th 2/25	LearningMap*	F 8/27	Te 8/31	Th 9/16**
April	M 3/8	W 3/10	Th 3/25	October	Th 9/9	M 9/13	Te 9/28
BabyMap*	F 4/2	Te 4/6	Th 4/22**	November	M 10/11	W 10/13	Th 10/28
May	M 4/12	W 4/14	Th 4/29	December	Th 11/11	M 11/15	Te 11/30
June	M 5/10	W 5/12	Th 5/27				
July	M 6/7	W 6/9	Th 6/24				

*8.25" x 10.5" trim

**Inserted in the following month's issue, i.e., LearningMap is in October issue