

Sports Illustrated FOR KIDS



> rates



> specs



> contact us

PRODUCTION SPECS

**THE
FRANCHISE**

**EDITORIAL
CALENDAR**

**READERSHIP
&
CIRCULATION**

**SPECIAL
OPPORTUNITIES**

**SIKIDS.COM
MEDIA KIT**

PRODUCTION SPECS

Bleed Units

Spread (Full Unit) 16 1/4" x 10 3/4" • (Live Area) 15" x 10"

Full Page (Full Unit) 8 1/4" x 10 3/4" • (Live Area) 7" x 10"

Non-Bleed Units

Spread 15" x 10"

Full Page 7" x 10"

For Extensions and Specifications:

Non-ROB - Jamie Elliott • 212/522-7279 • 212/522-0583 fax

ROB - Marilyn Goldman • 212/522-3635 • 212/522-0926 fax

Digital data is required for ad submissions. Time Inc. is only accepting advertising in TIFF/IT-P1 or Postscript format. If film is supplied, it will be copy-dot scanned.

Media: Macintosh formatted - Zip, Jaz, or CD-ROM. For help with any of the below information, please visit our website at <http://direct2.time.com>.

High-end File Format: Tiff/IT-P1 - Final Page (FP), Continuous Tone (CT) and Linework (LW) files for each ad. High resolution Contour HC files are not supported. The files should be named with the following extensions:

Final Page file: Filename.FP

Continuous Tone file: Filename.CT

Line Work file: Filename.LW

After the TIFF/IT files are created, Do Not Rename the files. The LW file must be between 1,600 and 2,540 dpi (2,400 dpi preferred) and the CT file should be SWOP (CMYK) between 200 and 400 dpi. Any 5th color or Pantone colors should be in separate TIFF/IT files. All required image trapping should be included in the file(s). The black text should be merged with the Linework file. The files must be Right Reading, Portrait Mode only, 100% Size, No Rotations. Total area density should not exceed SWOP standard of 300%. Desktop File Format: Desktop applications (Quark Xpress) saved as Postscript (PS file). The supplied LaserWriter 8.3.3 and the new Time Inc. PPD have to be selected when saving the PS file. All of the fonts and high-resolution images must be included when the Postscript file is saved. Use only Type 1 fonts - No True Type fonts or font substitutions are allowed. Images must be SWOP (CMYK) TIFF or EPS format between 200 and 400 dpi. All required image trapping will be included in the file. The file has to be Right Reading, Portrait Mode only, 100% Size, No Rotations. Total area density should not exceed SWOP standard of 300%. No RGB, No JPEG. Do not nest EPS files into other EPS files.

File Dimensions: The maximum dimensions, including all marks, identification and agency information are: Single page = 11" wide by 17" high • Spread page = 18" wide by 12 1/2" high

Proofs: Supply a digital proof that matches the supplied digital ad. For color guidance on press, 3 SWOP Standard Press Proofs are required.

Trim Size: 8" X 10 1/2"

Binding: Saddle Stitched

Register: Register marks, crop marks and other matter not intended to print must be located 1/2" outside trim size (8" x 10 1/2").

Paper Used: Body Stock 30#. Cover Stock 60#.

Type Reproduction:

Fine Lettering: Thin lines and serifs should be restricted to one (1) color.

Reverse Lettering: Dominant color should be used for shape of letters with subordinate colors spread slightly to reduce register problems.

Surprising: When type is to be surprinted, the background should be no heavier than 30% in any color, and no more than 90% in all four colors.

Safety: Live matter intended to print must be positioned 3/8" from bleed for top and bottom of ad and 5/8" from bleed for sides. Live matter for spreads must be 1/2" from face trim. Gutter safety for spreads and half horizontal spreads is 1/8" total, 1/16" on either side of the gutter. All ads will be centered on page unless accompanied by a ruled proof.

Special Units: Special units are available on a first-come, first-served basis with Publisher approval.

Disposition of Material: All files, proofs and progs are destroyed seven (7) months after last insertion unless Publisher has instructions to release material to another publication or to hold material for some specific future insertion.

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