

JADA and ADA News

Print and Electronic Media Specifications

Print

JADA



Bind-In

- 151,000 (including overage) cards need to be supplied
- 4 1/4" X 6" on 7 pt. card stock
- Perf 1/2" from the spine, to allow 1/8" for grind-off (final flat trim on 4 1/4" x 6" would be 4 1/4" x 6 1/2")
- Jogs to foot, allow 1/8" for foot trim
- Must insert between form breaks

Category Sponsorship

- Logo should be 500 pixels wide at 300 DPI resolution
- Format: tif or eps

ADA News



Business Reply Cards: Tip-In

- 157,000 (including overage) cards need to be supplied
- 4 1/4" X 6" on 7 pt. card stock
- Must tip to low-folio right-hand page
- Must tip between form breaks
- *Check with representative for exact quantities prior to printing

Business Reply Cards: Bind-In

- 157,000 (including overage) cards need to be supplied
- 4 1/4" x 6" on 7 pt. card, with 3 1/2" hanger flap and 1/4" for perforation (final flat trim on 4 1/4" X 6" card is 4 1/4" x 9 3/4")
- Jogs to head, allow 1/8" for head trim
- Card must stitch to high-folio side with hanger on low-folio side
- Must stitch between form breaks
- *Check with Sales Representative for exact quantities prior to printing

Cover Card

- Cover cards are on two different paper stocks, the heavier stock (9 pt) for a BRC
- Non-mailer card size: 4" X 8" stock: 80# gloss

Cover Peel

- 1/12 tab page, 3 1/2" x 3 1/2" with live area for ad at 45 degree right angle at lower RH corner. The gray area is reserved for editorial.

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BRC Delivery Instructions

Contact the Production Coordinator for complete shipping instructions and the quantity required.

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Product Showcase Guidelines

- 70 words or less of descriptive copy
- All submissions will be edited to fit guidelines
- 4-color image—minimum of 3" wide and 300 dpi

Production

Preferred File Formats

- Transfer Media: CD, DVD
- PDF/X-1a:2001 compliant files
- Adobe Illustrator CS5
- Adobe Photoshop CS5, PSD, EPS, TIFF; minimum resolution for continuous tone images is 300 dpi, line art is 1200 dpi
- Quark Express 9
- Adobe InDesign CS5
- Fonts: All screen and printer fonts 100% embedded or outlined
- Open Type fonts preferred

FTP Information

<ftp://ftp.ada.org>

UserID: **adapco**

Password: **mickey1**

For production questions, contact:

Liz Grace

Production Coordinator

Publishing Division

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ADA American Dental Association®

America's leading advocate for oral health

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Electronic Media

ADA.org Banner Ad

- GIF or JPEG file not to exceed 40k
- 710 pixels wide by 90 pixels deep
- Horizontal orientation only

Dental Product Guide

- Leader Board Ad: 920 pixels X 90 pixels. GIF format
- Button Ads: 200 pixels X 200 pixels. GIF format
- Sub Category Ads 920 pixels X 90 pixels. GIF format

ADA News Digimag/Splash Page

- Image Resolution—minimum resolution of 200 DPI
- Fonts and Transparency—embed complete fonts (not a sub-set of) and flatten transparencies
- Document size—set to final trim without bleed or printer marks (in case of ADA News, final trim is 10 7/8" x 14 1/4")
- Masked Text—masked text not allowed
- Selectable Text—full text search capabilities are available on all text that is selectable as text, but not on outlined text or raster images. Unicode characters are not searchable
- Preferred format—PDF
- Color space—RGB

JADA eToc (Electronic Table of Contents)

- 468 pixels x 60 pixels (banner) and 120 pixels x 600 pixels (side skyscraper). GIF format

JADA Specialty Newsletter sponsorship (quarterly)

- 240 pixels x 400 pixels for the vertical ad
- 728 pixels x 90 pixels for the banner ad
- Prefer PNG. GIF or JPEG can be converted.

JADA Library Banner Ad

- 504 pixels x 68 pixels. GIF format

ADA Vendor Showcase/Eblast

- Final artwork (layout, images and copy): 520 pixels wide X 1500 pixels in length
- Acceptable files formats must be accessible using Adobe CS5:
 - Photoshop PSD, Photoshop layered EPS, PNG, TIFF, JPEG and GIF
 - HTML
 - Please note: we do **not** accept Flash animation, Java Script
- Images must be a minimum resolution of 72 dpi in either RBG or CMYK color formats.
- Materials are due 15 business days prior to deployment date.



For online advertising questions, please contact:

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