

# LINKS

## BRC BANK SPEC SHEET

### MECHANICAL REQUIREMENTS

#### BUSINESS REPLY CARD SIZE:

NON-BLEED	Width	Depth	BLEED	Width	Depth	TRIM SIZE
BRC	6"	4¼"	BRC	6⅞"	4⅞"	6" x 4¼"

NO PERF REQUIRED.

#### BLEED ALLOWANCE: ⅛" beyond trim.

Publisher will not accept responsibility for variation if document has a border along the trim.

**SAFETY MARGINS:** ¼" inside trim size. Publisher will not accept responsibility for variation if ¼" safety margins are not followed.

**PRINTING:** Offset web

**COLOR:** Front 4/color; Back Black Only

**BINDING METHOD:** Perfect bound

**PAPER STOCK:** 7 pt Reply Card Stock

#### SPECIFICATIONS FOR ELECTRONIC FILES:

• All files must be CMYK (not RGB) and Macintosh formatted.

#### • File Types Accepted:

- 1) PDF/X-1a
- 2) Quark Xpress and supporting files\*
- 3) Pagemaker and supporting files\*

#### • Storage Media Accepted:

DVD & CD-Rom

Media label requirements: job title, supplier name along with contact name, phone number and address (media will be discarded after use if no return address is provided); print out of the directory.

• **Proofing Requirements:** A COLOR PROOF (such as Iris or Kodak Approval) that represents the final file **MUST ACCOMPANY** the electronic file.

• All other incidental charges necessary for final file ad production will be billed back to the agency/client.

**LINE SCREEN:** 133 (150 max.) for 4-color; 133 for black and white

**INKING SEQUENCE:** black, spot color, cyan, magenta, yellow

**ADVERTISING MATERIAL EXTENSIONS:** Publisher cannot accept responsibility for the reproduction quality of advertising materials granted late extensions.

### SHIPPING INSTRUCTIONS

Ship BRC materials to:

LINKS Magazine

10 Executive Park Road

Suite 202

Hilton Head Island, SC 29928

Attn: Lynne DeNagel

*Air express/overnight mail is recommended.*

*PDF/X-1a files may be uploaded digitally to our  
ftp site at*

*<http://adportal.linksmagazine.com>*

### MATERIALS DUE

Issue	Due
Fall 2009	08/14/09
Premier Properties Guide 09	10/09/09
Winter 2010	01/06/10
Spring 2010	02/12/10
Summer 2010	04/09/10
Fall 2010	08/13/10
Premier Properties Guide 10	10/07/10

#### \*WHEN SUBMITTING APPLICATION FILES, PLEASE CHECK THE FOLLOWING:

- 1) Make sure all screen and printer fonts are included. Use only Type 1 fonts.
- 2) Make sure all images are in place. All "live files" (Tiff, EPS, Pict, etc.) must be included as high resolution (300 dpi).
- 3) Make sure it is Mac formatted, not PC formatted.
- 4) Provide BRC on separate disk from ad.