



## interior design + interior design homes

	TRIM*	NON-BLEED	BLEED
Spread	16 <sup>3</sup> / <sub>4</sub> " x 10 <sup>7</sup> / <sub>8</sub> "		17" x 11 <sup>1</sup> / <sub>8</sub> "
Full Page	8 <sup>3</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	7" x 10"	8 <sup>5</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Two-Thirds Page (vertical)	5 <sup>1</sup> / <sub>4</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	4 <sup>5</sup> / <sub>8</sub> " x 10"	5 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Half Page (spread)	16 <sup>3</sup> / <sub>4</sub> " x 5 <sup>1</sup> / <sub>4</sub> "		17" x 5 <sup>1</sup> / <sub>2</sub> "
Half Page (horizontal)	8 <sup>3</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>4</sub> "	7" x 4 <sup>7</sup> / <sub>8</sub> "	8 <sup>5</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>2</sub> "
Half Page (vertical)	4 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	3 <sup>3</sup> / <sub>8</sub> " x 10"	4 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Half Page Island	5 <sup>1</sup> / <sub>4</sub> " x 7 <sup>7</sup> / <sub>8</sub> "	4 <sup>5</sup> / <sub>8</sub> " x 7 <sup>3</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>2</sub> " x 8 <sup>1</sup> / <sub>8</sub> "
One-Third Page (vertical)	2 <sup>7</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	2 <sup>1</sup> / <sub>4</sub> " x 10"	3 <sup>1</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Quarter Page	3 <sup>3</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> "		
Eighth Page	3 <sup>3</sup> / <sub>8</sub> " x 2 <sup>5</sup> / <sub>16</sub> "		

\* Type and other essential material must be at least 1/4" from the trim size.

## market tabloid + show daily

	TRIM*	NON-BLEED	BLEED
Spread	21" x 13 <sup>1</sup> / <sub>2</sub> "	20" x 11 <sup>7</sup> / <sub>8</sub> "	21 <sup>3</sup> / <sub>8</sub> " x 13 <sup>7</sup> / <sub>8</sub> "
Full Page	10 <sup>1</sup> / <sub>2</sub> " x 13 <sup>1</sup> / <sub>2</sub> "	9 <sup>1</sup> / <sub>2</sub> " x 11 <sup>7</sup> / <sub>8</sub> "	10 <sup>7</sup> / <sub>8</sub> " x 13 <sup>7</sup> / <sub>8</sub> "
Junior Page	7 <sup>7</sup> / <sub>16</sub> " x 9 <sup>3</sup> / <sub>4</sub> "	7" x 9 <sup>1</sup> / <sub>2</sub> "	7 <sup>9</sup> / <sub>16</sub> " x 9 <sup>7</sup> / <sub>8</sub> "
Half Page Island	6 <sup>7</sup> / <sub>8</sub> " x 10 <sup>1</sup> / <sub>8</sub> "	6 <sup>1</sup> / <sub>8</sub> " x 9 <sup>3</sup> / <sub>8</sub> "	7 <sup>1</sup> / <sub>8</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
Half Page (horizontal)	10 <sup>1</sup> / <sub>2</sub> " x 6 <sup>1</sup> / <sub>2</sub> "	10" x 6 <sup>1</sup> / <sub>4</sub> "	10 <sup>3</sup> / <sub>4</sub> " x 6 <sup>5</sup> / <sub>8</sub> "
Half Page (vertical)	5 <sup>1</sup> / <sub>8</sub> " x 13 <sup>1</sup> / <sub>2</sub> "	4 <sup>3</sup> / <sub>4</sub> " x 13"	5 <sup>1</sup> / <sub>4</sub> " x 13 <sup>3</sup> / <sub>4</sub> "
Quarter Page		4 <sup>3</sup> / <sub>4</sub> " x 6 <sup>1</sup> / <sub>4</sub> "	

\* Type and other essential material must be at least 1/2" from the trim size.

## furnished inserts

Page Size: 8 <sup>5</sup>/<sub>8</sub>" x 11 <sup>3</sup>/<sub>8</sub>"

Allow <sup>3</sup>/<sub>16</sub>" head and <sup>3</sup>/<sub>16</sub>" foot trim, 1/8" face and 1/8" gutter.

Trim Size: 8 <sup>3</sup>/<sub>8</sub>" x 10 <sup>7</sup>/<sub>8</sub>"

Live matter 1/4" from trim.

Stock: Minimum 60 lb., maximum 80 lb. coated body stock.

Please consult production department on all inserts (send mock-up) and for quantity, shipping instructions, and reader service numbers. Contact Nancy Sampson at [idsproduction@interiordesign.net](mailto:idsproduction@interiordesign.net) or 917.934.2825.



### ***other accepted formats***

**Preferred File Format:** High resolution PDF/X-1a. PDF settings can be emailed upon request.

**Graphics:** Raster File Resolution (Photos) 350 DPI (except for Tabloid issues, 300 DPI) saved in Tiff or EPS format and CMYK. Do not compress graphics using JPEG. Include all placed graphics on disk. Do not embed images in your file. All images must be saved at the same size as they will appear in your advertisement. Do not resample and/or stretch a file larger than its original size. Total ink maximum in darkest places of image should not exceed 300% CMYK.

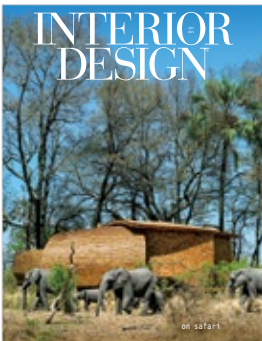
**Fonts:** All fonts must be fully embedded (no subsets) in a PDF document. For all other document types, please include all fonts on disk. If fonts need to be emailed they must be compressed and submitted as either an Open Type Face (OTF) or a True Type Face (TTF).

**Color:** Color images should be saved in CMYK format in accordance with SWOP standards and RGB images converted into CMYK with profile (US web coated SWOP v2).

**Trapping:** Do not trap files.

**4-Color Proofs:** Proofs are not required. The printer will run color according to SWOP color densities.

**Ad Size:** Crop marks for full-page ads should be at trim size. Fractional ads should be set up exactly to sizes published in media kit or as posted on web site. Bleed ads should extend beyond trim crop marks by 1/8 inch on all sides.



For production questions contact:  
Nancy Sampson, [idproduction@interiordesign.net](mailto:idproduction@interiordesign.net), t: 917.934.2825

## print process

Web offset

## binding method

Monthly issues and Market Tabloids are perfect bound. Show Daily issues are saddle-stitched.

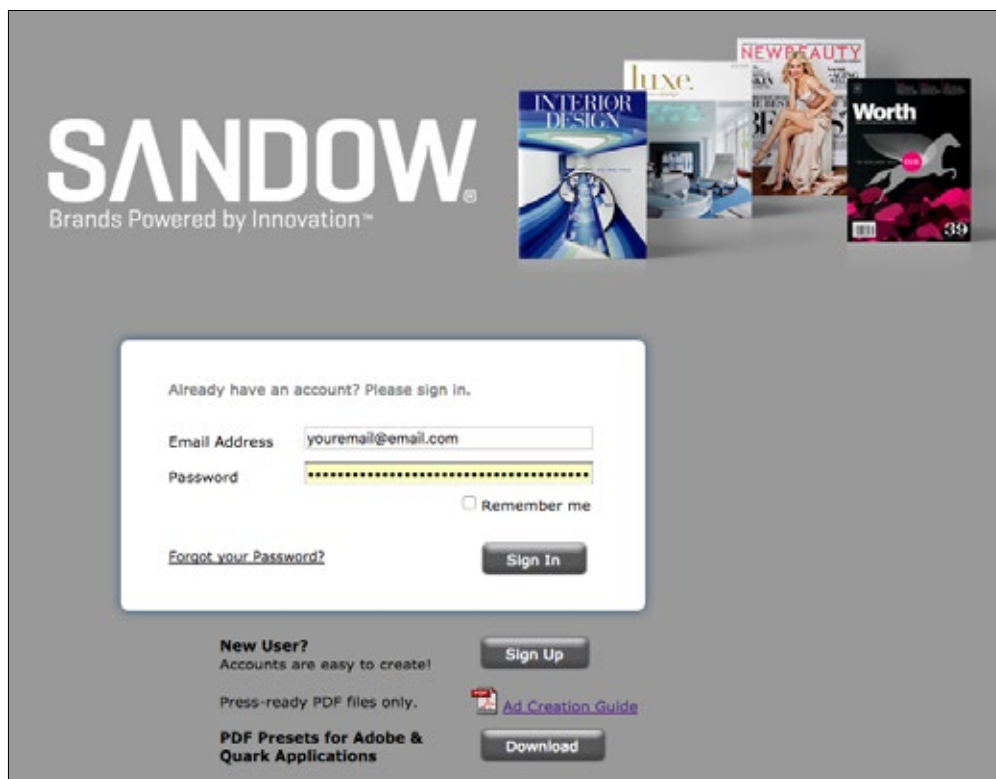
## furnished materials (Digital – Direct to Plate)

Preferred delivery system: [adshuttle.com/sandow](http://adshuttle.com/sandow)

You can now upload your *Interior Design* magazine advertising material as a PDF/X-1a to the website [adshuttle.com/sandow](http://adshuttle.com/sandow).

### Step 1:

- Go to [adshuttle.com/sandow](http://adshuttle.com/sandow) and sign in with your username & password.  
First-time users, create a new account with a name and password of your own choosing.



The screenshot shows the SANDOW website interface. At the top, the SANDOW logo is displayed with the tagline "Brands Powered by Innovation™". To the right of the logo are four magazine covers: INTERIOR DESIGN, luxe, NEWBEAUTY, and Worth. Below the logo is a login form with the text "Already have an account? Please sign in." It includes fields for "Email Address" (with the placeholder "youremail@email.com") and "Password" (with a masked password). There is a "Remember me" checkbox and a "Sign In" button. Below the login form is a "New User?" section with the text "Accounts are easy to create!" and a "Sign Up" button. At the bottom, there is a link to "Ad Creation Guide" and a "Download" button for "PDF Presets for Adobe & Quark Applications".

### Step 2:

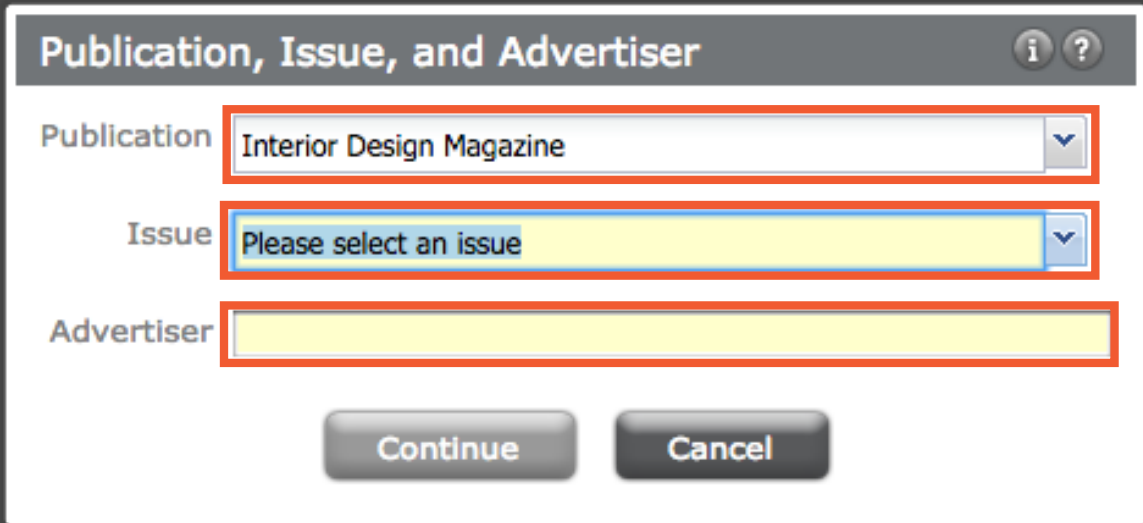
- To begin your submission – click the "Start" button on the home screen.



The screenshot shows the SANDOW AdShuttle home screen. At the top, the SANDOW logo is displayed with the tagline "Brands Powered by Innovation™". To the right of the logo are two tabs: "Home" and "Ad Submission". Below the tabs is a "Welcome to AdShuttle" section with the text "Online ad submission made easy." and a green "Start" button highlighted with a red rectangle. Below the welcome section is a "Track Deliveries" section with a search bar and a "Search" button.

### Step 3:

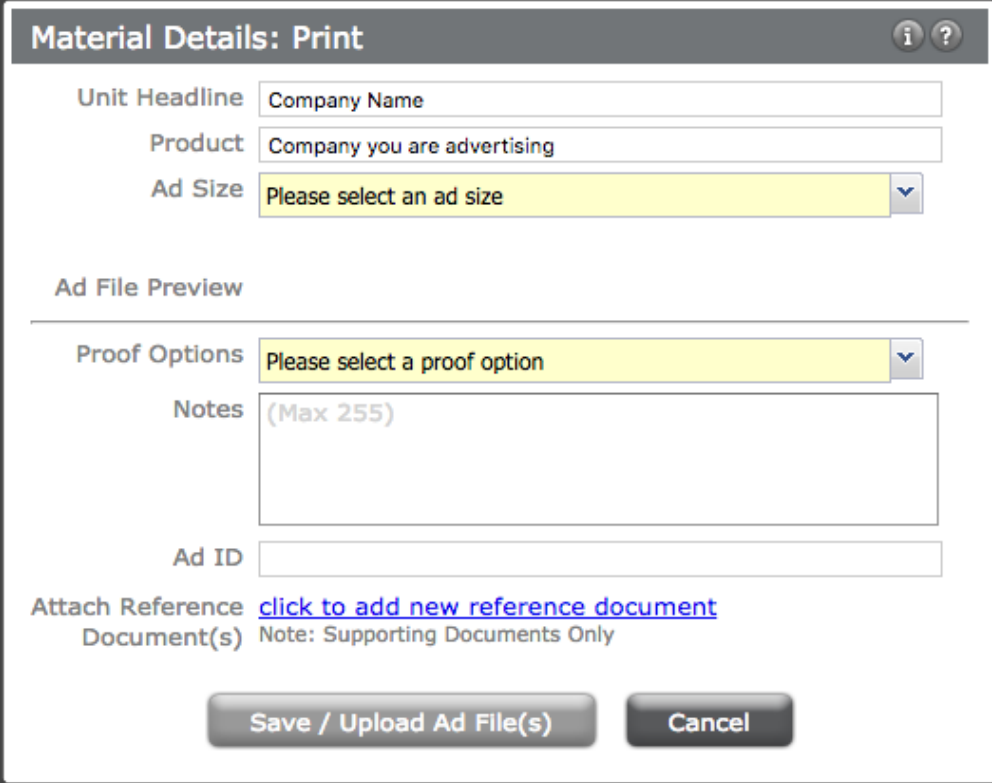
- Select the publication, issue date and enter your Company Name



The dialog box is titled "Publication, Issue, and Advertiser". It contains three dropdown menus: "Publication" with "Interior Design Magazine" selected, "Issue" with "Please select an issue" selected, and "Advertiser" which is currently empty. Below the dropdowns are two buttons: "Continue" and "Cancel".

### Step 4:

- You will be prompted to fill out Material Details prior to delivery



The dialog box is titled "Material Details: Print". It contains several fields and a section for file preview. The "Unit Headline" field has "Company Name" entered. The "Product" field has "Company you are advertising" entered. The "Ad Size" dropdown menu shows "Please select an ad size". Below these is the "Ad File Preview" section, which includes a "Proof Options" dropdown menu showing "Please select a proof option", a "Notes" text area with "(Max 255)" characters, and an "Ad ID" field. At the bottom, there is a link "click to add new reference document" under the "Attach Reference Document(s)" label, with a note "Note: Supporting Documents Only". Two buttons, "Save / Upload Ad File(s)" and "Cancel", are at the bottom.

**Unit Headline:**  
Company Name

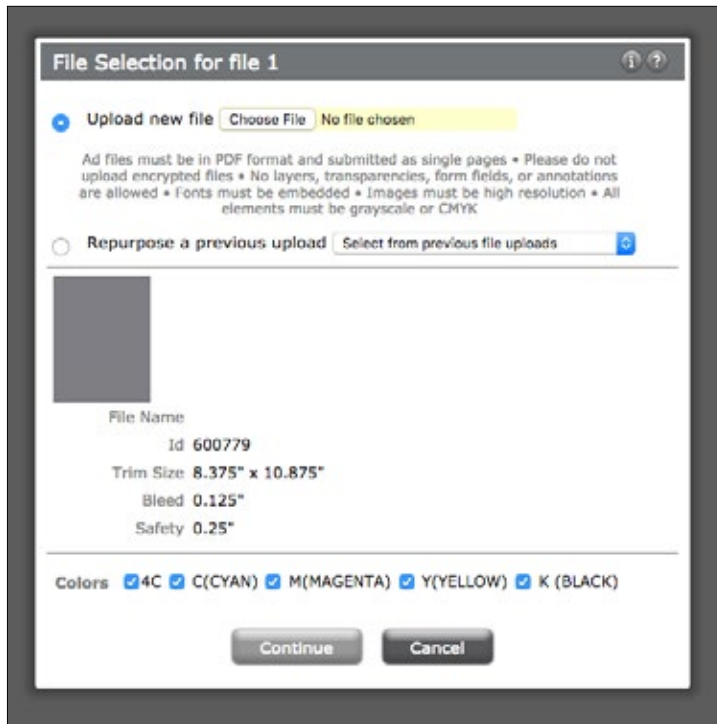
**Product:**  
This is to be used for the name of the company you are advertising if it does not match the "Company Name" previously entered

**Ad Size:**  
You will be required to let us know what size ad you are submitting and if it is intended to bleed

**Proof Options:**  
Please select "Print without a color proof." It is not necessary to send *Interior Design* a color proof.

## Step 5:

- Choose & Upload your ad files



**File Selection for file 1**

☒ Upload new file Choose File No file chosen

Ad files must be in PDF format and submitted as single pages • Please do not upload encrypted files • No layers, transparencies, form fields, or annotations are allowed • Fonts must be embedded • Images must be high resolution • All elements must be grayscale or CMYK

☐ Repurpose a previous upload Select from previous file uploads

**File Name**  
Id 600779  
Trim Size 8.375" x 10.875"  
Bleed 0.125"  
Safety 0.25"

**Colors** ☒ 4C ☒ C(CYAN) ☒ M(MAGENTA) ☒ Y(YELLOW) ☒ K (BLACK)

Continue Cancel

### Repurpose a previous upload:

This is to be used for any ads that have been submitted to be picked up from other issues

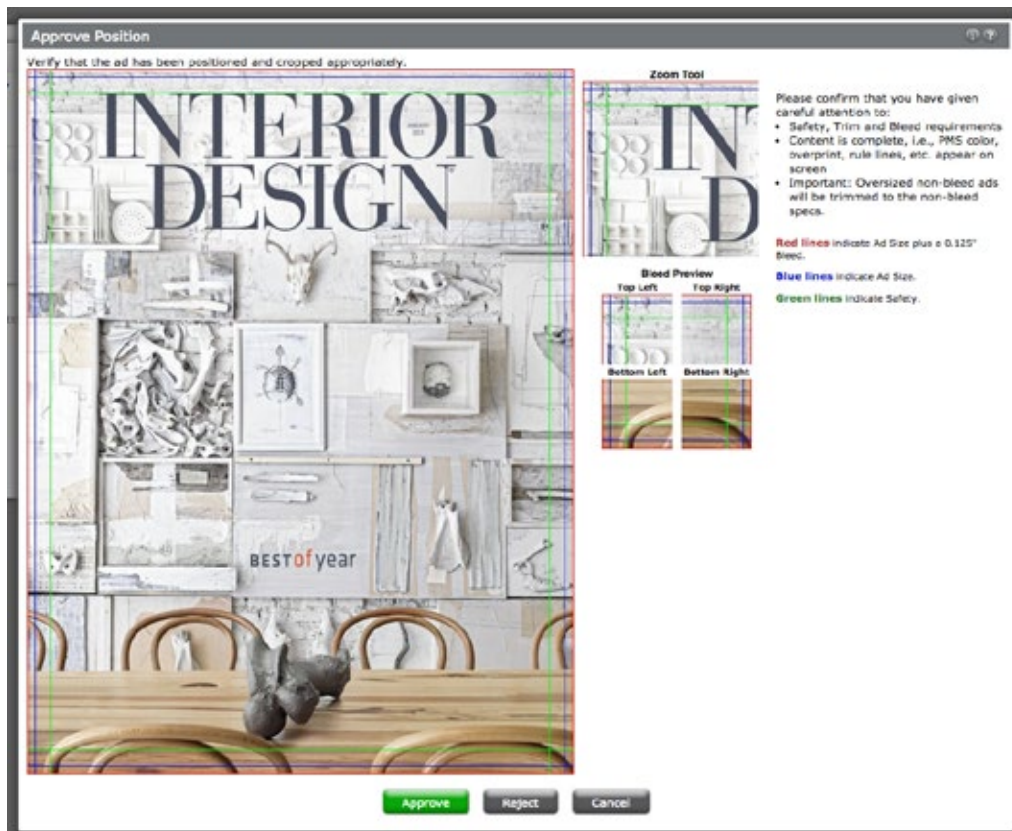
### Colors:

Please select 4C

PMS or SPOT colors will not be accepted

## Step 6:

- Once uploading is complete, you will be prompted to confirm the positioning of the ad



**Approve Position**

Verify that the ad has been positioned and cropped appropriately.

**Zoom Tool**

Please confirm that you have given careful attention to:

- Safety, Trim and Bleed requirements
- Content is complete, i.e., PMS color, overprint, rule lines, etc. appear on screen
- Important: Oversized non-bleed ads will be trimmed to the non-bleed specs.

**Bleed Preview**  
Top Left Top Right  
Bottom Left Bottom Right

**Red lines** indicate Ad Size plus a 0.125" bleed.  
**Blue lines** indicate Ad Size.  
**Green lines** indicate Safety.

Approve Reject Cancel



## Step 7:

- Your ad is ready to be delivered!

**SANDOW**  
Brands Powered by Innovation™

Progress Indicator: Select > Position > Inspect > Deliver

Home Ad Submission

Print

**Submission Details** [Edit](#)

Submission # 10553500  
Publication Interior Design Magazine  
Issue July 2016  
Advertiser SAMPLE

**Material Details** [Edit](#)

Tracking Number 1570605  
Unit Headline Company Name  
Product Company you are advertising  
Ad ID  
Ad Size Full Page 8.625"x 11.125"

Proof Option Run without a proof

**Additional Information** [Edit](#)

Name Keith Clements  
Phone No 561-961-7793  
Email kclements@sandow.com  
Attachments  
Notes  
(page sequence, proof instructions, etc.)

File 1 - Ready

File Selection > Position > Inspection > Ready

Ready to Deliver

**File Details**

Id 600823 [Preflight Results](#)  
Trim Size 8.375" x 10.875" [Softproof](#)  
Bleed 0.125"  
Safety 0.25"  
Colors C M Y K

Cancel ad submission | Save and continue later [Deliver](#)

☒ Ticket is Ready to Deliver

**Ready to Deliver**

Your ticket is ready to deliver!

[Deliver](#) [Deliver Later](#)

**SANDOW**  
Brands Powered by Innovation™

Progress Indicator: Select > Position > Inspect > Deliver

Home Ad Submission

Print

**Submission Details**

Submission # 10553500  
Publication Interior Design Magazine  
Issue July 2016  
Advertiser SAMPLE

**Material Details**

Tracking Number 1570605  
Unit Headline Company Name  
Product Company you are advertising  
Ad ID  
Ad Size Full Page 8.625"x 11.125"

Proof Option Run without a proof

**Additional Information**

Name Keith Clements  
Phone No 561-961-7793  
Email kclements@sandow.com  
Attachments  
Notes  
(page sequence, proof instructions, etc.)

File 1 - Ready

**File Details**

Id 600823 [Preflight Results](#)  
Trim Size 8.375" x 10.875" [Softproof](#)  
Bleed 0.125"  
Safety 0.25"  
Colors C M Y K

☒ Your ad has been successfully delivered to Interior Design Magazine for issue July 2016.  
**Confirmation number: 1570605**  
[Click here](#) to view and print the confirmation receipt

**Delivery Confirmation**

Your ad has been successfully delivered to Interior Design Magazine for issue July 2016.  
**Confirmation number: 1570605**  
[Click here](#) to view and print the confirmation receipt

[OK](#)