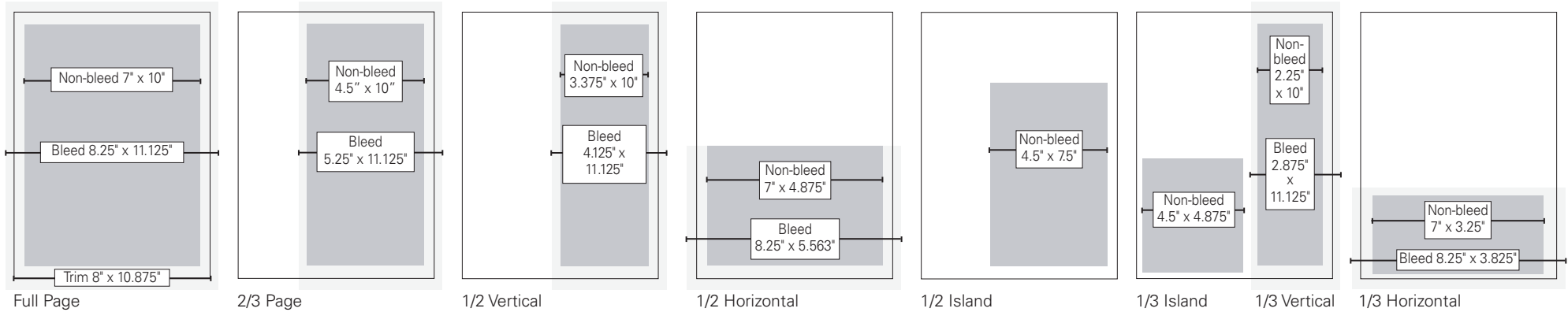


2021 AD PREPARATION GUIDELINES

DISPLAY Regular Issues and Manager's Guides



General Guidelines

Outpatient Surgery Magazine utilizes a 100% digital workflow. Any and all materials provided are presumed to be correct and in accordance with stated requirements. It is the advertiser's and/or ad provider's responsibility to apply professional standards. Advertisers are wholly responsible for the quality of their materials and publisher will not be held responsible for printing complications that arise due to nonconforming materials.

Notes

- All ad work subject to additional production charges to be determined on an individual basis.
- Ask our staff for help with technical issues (610) 240-4918, ext 307.

Instructions for sending files via ftp:

address: ftp.frycomm.com
 user: osm
 password: pzjsee7r

Please use an FTP client, not a web browser, when uploading your files.

Once the files have been uploaded, please e-mail Ethan Anderson at eanderson@outpatientsurgery.net. Include the file name and the date the file was uploaded.

Digital Media Accepted

All files must be converted to **Hi-Res PDF** files using Acrobat Distiller with a universal PPD. All images must be 300 dpi CMYK for color ads or 300 dpi grayscale for black-and-white ads. Do not include spot colors. All images and fonts **must be embedded** in the file. All spot colors should be converted to CMYK.

- Quark 2018** files must include all supporting materials, including Type-1/Postscript fonts and all images used to build the document.
- InDesign CC 2018** files must include all supporting materials, including Type-1/Postscript fonts and all images used to build the document.
- Illustrator CC 2018** EPS files. Convert all type to outlines and embed all (300 dpi CMYK/grayscale) images.
- PhotoShop CC 2018** 300 dpi (flattened) TIF and/or EPS files.

FONTS: Only Postscript/Type-1 fonts are accepted (True Type can cause technical problems). Please include both the screen and printer fonts. We cannot accept PC fonts.

Send all materials to:

Ethan Anderson, Art Director
Outpatient Surgery Magazine
 255 Great Valley Parkway - Suite 100
 Malvern, PA 19355
eanderson@outpatientsurgery.net

Print Ad Dimensions*

Full Page

Ad/Trim Size8"x10.875"
 Bleed — include .125" on all sides
 Safety — .375" for all live matter

2/3 Vertical

Bleed5.25"x11.125"*
 Non-Bleed4.5"x10"

1/2 Vertical

Bleed.....4.125"x11.125"*
 Non-Bleed3.375"x10"

1/2 Horizontal

Bleed8.25"x5.5625"*
 Non-Bleed.....7"x4.875"

1/2 Island

Non-Bleed.....4.5"x7.5"

1/3 Vertical

Bleed2.875"x11.125"*
 Non-Bleed2.25"x10"

1/3 Island

Non-Bleed.....4.5"x4.875"

1/3 Horizontal

Bleed8.25"x3.825"*
 Non-Bleed.....7"x3.25"

* Document size should be size of final ad. All bleed sizes include a .125" bleed on all four sides (1/2 Page Horizontal only includes bleed on left, right and bottom), and must include .375" safety for live matter. Magazine Trim Size is 8" x 10.875" and Live Matter is 7.25" x 10.125" for both Regular Issues and Special Editions.