

# Direct Response Cards



## PRODUCTION CONTACT INFORMATION

### Ad Management Services

Los Angeles, CA USA  
Phone: +1 310 445 3766  
Fax: +1 310 362 8808

### Ad Materials

**FTP, Email, or Send to:**  
UBM Canon  
Attention: Direct Response Cards-AMS  
11444 W. Olympic Blvd.  
Los Angeles, CA 90064-1549  
USA

For more information visit [www.ubmcanon.com](http://www.ubmcanon.com) • [www.canonmediakit.com](http://www.canonmediakit.com) • [www.canonespecs.com](http://www.canonespecs.com)

## DIGITAL AD SPECIFICATIONS

**We require digital files. Acceptable formats are: PDF, EPS, TIFF or a Postscript file.** Files should be 300 dpi, CMYK, Grayscale, or Two-Color with fonts and images embedded. Any placed images should be at 100%, 300 dpi, and CMYK or Grayscale. Please do not submit native application files such as Quark, Illustrator, etc. Illustrator EPS files are acceptable if fonts are outlined and all images are embedded at 300 dpi.

**FTP:** UBM Canon has an FTP server available for your use when uploading advertising materials to *Direct Response Cards*. For directions on accessing the FTP server, including IP address and current passwords, as well as usage tips, visit [canonespecs.com](http://canonespecs.com). Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of the FTP upload.

**Email:** Files can be emailed to us if they are 5 MB or smaller. Email should state publication name, issue number, advertiser name, contact name and contact telephone number. Compress your files by using Stuffit or Winzip to shrink large files and to protect from corruption. Color proofs should be mailed within one day of sending email. See [canonespecs.com](http://canonespecs.com) for email address.

**Acceptable Media:** We prefer you upload your ad to our FTP server or send it via email (see above), but you may also send your ad on CD. Please include a SWOP approved Iris, Kodak etc. proof of your ad from the file submitted. Clearly label your disc with advertiser name, issue number, ad headline, contact name and contact telephone number.

### Screen Requirements:

2 – color 120 line, 133 maximum  
4 – color 133 line, 150 maximum.

### Density:

2 – color 185% maximum  
4 – color process 300% maximum

**Preflight:** All digital ads undergo a preflight inspection process. If an error is detected, the advertiser or agency will be notified immediately. A corrected digital ad file must be resubmitted and accompanied by a new proof, and written instructions to replace and purge the previously submitted file.

**Trim Size:** The Deck is printed offset, black ink on white stock with a trim size of 5 1/2" x 3 1/2" and a live area of 5" x 3" (no bleeds).

**Inserts:** To submit inserts, Please e-mail [ams@ubm.com](mailto:ams@ubm.com)

### Ad Space Units

Trim Area  
5 1/2" x 3 1/2"

Live Area  
5" x 3"

**\*No Bleeds**

