

# The CAA Mirror - Advertising Specifications (revised May 2008)

## AD POSITION

All advertisements are R.O.P. Preferred positions are assigned based on space availability, ad size and frequency.

## AD SIZES

- Full page: up to 11" high x 8-1/2" wide (trim size)

*If you require bleed, YOU MUST include 1/8" on each bleed edge (add this to the trim size for overall size of 11-1/4" high x 8-3/4" wide).*

- Half page horizontal: maximum 5" high X 7-1/2" wide
- Half page vertical: maximum 10 high X 3-5/8" wide
- Half page island: maximum 7-1/2 high X 4-1/2" wide
- Quarter page: maximum 5 high X 3-5/8" wide
- Business card: 2 high x 3-1/2" wide.  
Vertical cards also accepted: 3-1/2 " high x 2" wide
- Double business card: 4" high X 3-1/2" wide

Oversized ads will be reduced to fit.

## AD COLOR

Ads accepted as grayscale (black and white) or full color. All color must be cmyk. Do not send rgb color - if you send rgb files, we will convert them to cmyk with no adjustments. Spot color will be converted to cmyk.

**For color management, our color profile is US Sheetfed coated V2. Otherwise, turn off color management.**

## AD COLOR PROOFS

If color is critical, please send a proof. Whatever type of proof you send we will try to match as long as it is set up from your cmyk file (no rgb proofs).

## OTHER INFORMATION

Always do a virus scan before sending your materials. Files will be virus scanned by CAA, and contaminated disks will be disposed of.

**If you zip up your files, use Zip or Winzip - do not use Aladdin or Stuffit.** If you zip a tif file that has not been compressed with LZW, it will usually make a smaller zipped file.

Application files are NOT accepted. Do NOT send Quark, Pagemaker/InDesign, Corel or Word.



333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
info@caonline.org

For advertising rates and schedules please call the CAA office  
(800-437-7658)

*The CAA Mirror reaches a targeted audience of over 3000 companies  
comprised of CAA member security dealers, manufacturers and related  
professionals.*

www.CAAonline.org

## AD SPECIFICATIONS

**PDF:** EMBED ALL FONTS. Set pdf settings to "Press" or high resolution - 2400 line or 300 pixels. There are many ways to set up a pdf file. Please use pdf files only if you know how to create a high resolution "Press" level pdf file and make sure that all elements inside of the file are high resolution. You can use the PDF/X-1a:2001 output setting where available.

**CROP MARKS for full page ads:** do not use crop marks unless you can set them up to be visible in the opened pdf file. If you open your pdf in the Acrobat Reader and you do not see your crop marks, then we probably can't either and your bleed has disappeared.

The alternative is to set the crop marks at the full bleed size: 11-1/4" high x 8-3/4" wide"

**EPS files, or flattened TIF files** at 133 to 150 line (266 to 300 pixels per inch) are acceptable. We accept eps files up to version CS2. If you convert your eps files to high resolution tif files, they will be easier to transmit and handle.

**All files will ultimately be converted to tif files for use in production.**

## FONTS- very important

**For PDF files, embed ALL fonts.**

**For EPS files, convert all fonts to outlines.**

**For TIF files, rasterize fonts (in Photoshop).**

## Send your files by email or disk to the CAA office

If you have questions or special requirements, please call the CAA for information prior to sending materials.

## PUBLICITY MATERIALS

If you send publicity photos in digital format, tifs or jpgs are preferred. Tifs should be 133 to 150 line (266 pixels to 300 pixels per inch) at 2 X 3" approx., unless otherwise requested by CAA. Jpgs should open to this resolution. If working with a digital camera, set your shot for the highest possible resolution. Do not send graphics from the internet - these are too small to be used. Please call us with questions.

