American Shipper magazine uses the computer-to-plate printing process. Film is no longer accepted. It is critical for ads to be submitted using the following format (Macintosh preferred).

Trim size: 8.25" x 10.875" (209.55mm x 276.35mm)   Image area: 7" x 10" (177.8mm x 254mm)

Acceptable layout programs:
QuarkXPress 3.32 - 6.0; Adobe PageMaker 6.52; Adobe Illustrator 8 - CS; InDesign CS.

Spread and Full-page ads:
Document set-up must be 8.25" x 10.875" (bleeds ARE NOT included in document size. Allow bleed to extend .125" over each side that bleeds). Live area: 7"x 10". Make sure all copy falls within the live area to avoid the possibility of being trimmed off.

Supply ALL ELEMENTS USED to create the files.

Fonts:
Send all fonts used in layout. Adobe Postscript Type 1 (screen and printer font file) or Adobe OpenType fonts are acceptable. **DO NOT USE** font menu styling in the layout program. **TRUE TYPE fonts are not acceptable.**

Art files:
Vector EPS and high-resolution CMYK or grayscale TIFF or EPS images. Images should have a resolution no lower than 300 dpi. (Illustrator EPS files or Photoshop EPS/TIFF files acceptable.) **DO NOT EMBED COLOR PRO-FILES.**

Custom effects should be applied prior to importing a graphic into the page-layout program. Apply any rotation or special effects in a photo retouching or illustration program BEFORE importing the art into the page layout.

Resize all images to the exact size that will be used in the layout. Ads containing images that have been scaled will need to be resized by production and will incur a production fee of $50 per hour.

Editing colors properly will create a smooth workflow. If the ad has been created using custom colors or Pantone colors, be sure to specify the colors as "process" and delete any unused colors.

Ads exported as EPS files from other applications. Once the file is exported, it must then be opened (not placed) in a vector program, such as Illustrator, to convert the type to vector graphics. The file can then be saved as an Illustrator EPS. If the type cannot be converted to vector art, please supply the fonts along with the EPS file.

Sending PDF files: PDF files must be created using *American Shipper's* print and distiller preferences. Please e-mail Jason Braddock at jbraddock@shippers.com for specification details. **PDFs that are not created using our specifications will not be accepted.** Ads submitted as PDF are accepted via e-mail.

We do not accept ads created in Microsoft Word.

Ads produced by publisher: Available upon request. Charged at current rates.

Acceptable media (Macintosh preferred): Please provide CD (a directory of all files on the CD must be supplied). Call for FTP information.

Acceptable proofs: Kodak Approval, Digital Matchprint, Fuji Pictroproof or an IRIS proof. **If a high quality proof is not provided we cannot be responsible for exact color matching. High quality proofs can be processed for $75 each. Mail to: American Shipper, ATTN: Nancy Barry, Suite 600, 300 West Adams St., Jacksonville, FL 32202-5304**

Questions :
Nancy Barry. Phone: (904) 355-2601 or (800) 874-6422 or e-mail nbarry@shippers.com.

Dimensions	Inches		Millimeters	
	Width	Depth	Width	Depth
2-page spread* (use 2 facing pages in layout)	16.5"	10.875"	419.1mm	276.22mm
2-page spread* (use 2 facing pages in layout)	16.5"	5.25"	419.1mm	133.35mm
Full page*	8.25"	10.875"	209.55mm	276.22mm
Full page without bleed**	8.25"	10.875"	209.55mm	276.22mm
2/3-page (2 column)	4.625"	9.75"	117.5mm	247.65mm
1/2-page (island)	4.625"	7.375"	117.5mm	187.3mm
1/2-page (horizontal)	7"	4.875"	177.8mm	123.8mm
1/3-page (1 column)	2.25"	9.75"	57.2mm	247.65mm
1/3-page (2 column)	4.625"	4.875"	117.5mm	123.8mm
1/4-page (horizontal)	7"	2.375"	177.8mm	60.3mm
1/4-page (square)	4.625"	3.375"	117.5mm	85.7mm

*Bleed should extend .125"(3.175mm) beyond trim size   **Image area is 7"x10" (177.8mm x 254mm)