

Police Chief Mechanical Specifications



Full Page without bleed

7 1/4" x 10"

Full Page with bleed

Trim: 8 1/4" x 10 7/8"

Bleed: 8 1/2" x 11 1/8"

Live: 7 3/4" x 10 3/8"

Spread with bleed

Trim: 16 1/2" x 10 7/8"

Bleed: 16 3/4" x 11 1/8"

Live: 15 1/2" x 10 3/8"

There is a bleed tolerance of 1/8" and a margin tolerance of 3/16".

To avoid loss of copy as a result of binding or trimming, keep essential elements within the live area (at least 3/8" from top, bottom, and outer edges, and 1/2" from gutter edge).

Please note that fractional ads are non-bleed

2/3 Vertical: 4 3/4" x 9 3/4"

1/2 Vertical: 3 1/2" x 9 3/4"

1/2 Horizontal: 7 1/4" x 4 3/4"

1/2 Island: 4 3/4" x 7 1/4"

1/3 Vertical: 2 1/4" x 9 3/4"

1/3 Square: 4 3/4" x 4 3/4"

1/4 Vertical: 3 1/2" x 4 3/4"

1/6 Vertical: 2 1/4" x 4 3/4"

1/6 Horizontal: 4 3/4" x 2 1/4"

Artwork Deadlines

Artwork is due **3 1/2 weeks prior to the issue date**; i.e., March 3rd for the April issue, etc.

Acceptable Media

1. CD
2. DVD
3. Email

Acceptable Submission Formats

Please prepare your ad in four-color process (CMYK), grayscale is acceptable for black and white ads, and include a color composite proof with your file (required). Composite proofs can be composite color print outs or TIFF files.

Acceptable File Formats

Adobe Photoshop - 300 dpi or higher at 100%; flattened TIFF; four-color process (CMYK).

Hi-res PDF files. Ad submissions can be high-resolution PDF files. The recommended setting is PDF/X-1a (Acrobat Distiller or InDesign). All fonts must be embedded and all files must use CMYK high-resolution images. Grayscale images can be used for black and white ads. Please include bleed and crop marks in your high-resolution PDF.

NOT Acceptable

1. Quark files
2. InDesign files
3. Adobe Photoshop PSD files
4. Adobe Illustrator AI files
5. Microsoft PowerPoint
6. RGB color, Index color

Submission Options

1. **Email** ad submissions to BJ Hendrickson at hendrickson@theiacp.org. Please refer to the issue date and advertiser's company name in the subject line of your email.
2. Upload files to the TGD **FTP** site. Instructions are located at <http://www.tgdcom.com/tools/index.php?p=ftp> Save files by company name and issue date (ex: John Doe Weapons_March.tif) to the "*(Current Issue) Police Chief Ads*" folder inside the IACP-Police Chief Magazine folder. Then email the file name to BJ Hendrickson at hendrickson@theiacp.org
3. Mail **artwork submissions (Artwork ONLY – no correspondence, orders, payments, etc)** to Michell Dixon, TGD Communications, 901 N. Pitt Street, Suite 250, Alexandria, VA 22314.
4. Send all **correspondence, insertion orders, payments, etc.** to Ms. B.J. Hendrickson, IACP, 515 N. Washington Street, Alexandria, VA 22314-2357; 800-843-4227, ext. 236.

Common Mistakes

Low Resolution Files. Resolution is a measure of how much detail is contained in a raster (JPEG or TIFF) image, and is commonly measured in dots per inch, or "dpi." Print resolution is 300dpi. Images with a lower resolution will print jagged and blurry.

When exporting a PDF ad for publication make sure you use the “Press Quality”, High Quality Print” or “PDF/X-1a” settings. Do NOT use “Standard” or “Smallest File Size” settings — they will downsize the resolution of your photos.

Photos or logos taken from the Web are low-resolution (72dpi) and will NOT reproduce well in print. Photos purchased online and properly downloaded at the correct resolution are fine.

Colors for print should be set to CMYK (four-color process), which is the print color space. If you use spot colors such as Pantone® make sure you convert the colors to CMYK otherwise they may not print. RGB is the color space that computer screens (and Web sites) use and is NOT acceptable for print reproduction.

QUESTIONS, contact:

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