

EFFECTIVE DATE:

January/February 2008

Average per-issue circulation: 155,000

**CONTACT:**Robert D. Thomas, *Editor and Publisher*

818/980-3630 • bthomas@scga.org

FORE MAGAZINE PRODUCTION

FORE Magazine is designed and produced on a Macintosh computer in Quark XPress 7.0.

Please build full-page ads to 8¹/₄ x 10¹/₂, even if they are nonbleed.

SUPPORTED MEDIA

Submit ads on CD or via e-mail.

SUPPORTED SOFTWARE

FORE Magazine prefers to receive ads generated in Adobe .pdf, Quark XPress (ver. 6.0 or higher), Adobe Illustrator (ver 7.0 or higher) or Adobe Photoshop (ver. 4.0 or higher) formats. **Do not submit ads in PageMaker, MS Word or PC formats.**

FONTS:

- Include all screen and printer fonts
- Convert all fonts to outline where available
- Do not apply attributes to fonts

IMAGES:

- All linked images must be included
- All images must be supplied as CMYK or grayscale. **DO NOT SEND IMAGES OR ARTWORK AS RGB**
- Photos should be TIFF or Photoshop EPS at 300 pixels (dpi) for best results
- **If sending ads or photos in JPEG or PDF formats, make sure they open in high resolution.**

GRAPHICS (LOGOS, ETC.)

For best results, logos and graphics should be created in Adobe Illustrator or saved as .eps files.

COLOR

- All colors must be defined as/converted to CMYK process.
- Follow SWOP specifications when possible
- Do not attach color profiles

LAYERS:

- All files should be flattened before saving

FILE FORMATS

- PDF and PDFX1A are acceptable
- Use following Adobe Distiller settings:

GENERAL

- Compatibility: Acrobat 4.0
- ASCII format
- Resolution: 2400 dpi
- Binding: left

COMPRESSION

- Color or Grayscale Bitmap images: Bicubic Downsampling at 400 dpi
- Monochrome Bitmap images: Bicubic Downsampling at 2400 dpi

FONTS

- Embed all fonts
- Subset all Embedded fonts below 99%

COLOR

- Conversion: leave color unchanged
- Profiles: Adobe CMYK
- Options: Preserve Overprint Settings

ADVANCED

- Do not check any boxes in this section

- **Do not submit ads in PageMaker, MS Word or PC formats. Convert them to .pdf format before sending.**

PROOFS

Submit proofs created to SWOP specifications whenever possible.

CONTACT:

Tom Black, *Advertising Manager*
562/590-5143 • tblackfore@aol.com

George Eckardt, *Coachella Valley Advertising Manager*
760/772-7399 • geckardt@dc.rr.com

Robert D. Thomas, *Editor and Publisher*
818/980-3630 • bthomas@scga.org

Katie Denbo, *Assistant Editor*
818/980-3630 • kdenbo@scga.org