LONG THREAD MEDIA® AD SIZES





Full Bleed:

7.75" wide x 10.75" tall trim size, *plus bleed* (.125" on all sides) = **8" x 11" total image area including bleed**

No Bleed: 7.25" wide x 10.25" tall



Half Page Horizontal

9.833

Half Page Vertical



Two Thirds Vertical

4.625" wide x 9.5" tall



Third Page *Square:* 4.625" wide x 4.625" tall *Vertical:* 2.25" wide x 9.5" tall



Quarter Page

Square: 3.375" wide x 4.625" tall *Horizontal:* 7" wide x 2.25" tall *Vertical:* 2.25" wide x 7" tall



Sixth Page

Horizontal: 4.625" wide x 2.25" tall *Vertical:* 2.25" wide x 4.625" tall *Square:* 3.75" wide x 3.125" tall

Creating LONG THREAD MEDIA® ads with Adobe Indesign



- 1 When creating a new document in Indesign select **Print** as the layout intent. This will create a document with only CMYK colors in the Swatches panel. Do not use Spot Colors in your document. All colors must be CMYK to assure that any transparencies used (*i.e. drop shadows, layers or objects with opacity set below 100%*) will flatten correctly when exporting to PDF.
- ⁽²⁾ Match the **Width** and **Height** to the *trim size* indicated on the AD SIZES page. (*Example shown is for a full-page-bleed ad.*)
- ③ Uncheck Facing Pages.
- ④ Set the Margins to .25" on all 4 sides. This will place guides on the page that show the "safety area". Make sure that you have Show Guides turned on. (on the Indesign Menu under View > Guides & Grides > Show Guides). Keep all text and logos on your page within these margins.
- (5) Set the **Bleed** to **.125**" on all 4 sides. This will place a guide box .125" around the page in your layout (*by default, an orange/magenta colored box*). Make sure all images extend beyond the page edges (trim) to the bleed guides. This allows for some minor inaccuracies when the printer trims the pages to final trim size.
- ⑤ Save a Preset (click the little icon at the top right), then Name your preset (for this example I used "LTM full page bleed") so that next time you create an ad at this size you can just select this Preset and skip all these steps.

⑦ Click Create to open your new document.

Older versions of Indesign will show a **Document Setup** window like this when setting up a new document instead of the one shown above. All the same specs apply. If the margins option is not showing, set the margins after you've created the new document (under Layout > Margins and Columns).

If you have an existing ad that is a different size and you need to change it to a full-page-bleed size, go to the *Indesign Menu* > *File* > *Document Setup...* and use these specs shown.

Document Setup					
Intent: Pr Number of Pages: 1 Start Page #: 1 Page Size: [Custor	rint ~	Facing Pa	ages Fext Frame		
Width: ¹ 7.75 in Orientation: Height: ¹ 0.75 in					
Margins Top: ○ 0.25 in Bottom: ○ 0.25 in Right: ○ 0.25 in					
Bieeu anu siug					
Тор	Bottom	Left	Right		
Bleed: 0.125 in	0.125 in	0.125 in	0.125 in	9	
Slug: 0 in	0 in	0 in	0 in	8	
Adjust page elements to document Adjust Layout					
Preview		Cancel	ОК	\supset	

Creating high-resolution PDFs for LONG THREAD MEDIA® ads from Adobe Indesign

Export Adobe PDF					
Adobe PDF Preset:	[PDF/X-1a:2001]				
Standard:	PDF/X-1a:2001 ~	Compatibility: Acrobat 4 (PDF 1.3)			
General	General				
Compression Marks and Bleeds Output Advanced	Description: Use these set checked or m graphic cont X-1a complia Guide. Creat	tings to create Adobe PDF documents that are to be sust conform to PDF/X-1a:2001, an ISO standard for ent exchange. For more information on creating PDF/ int PDF documents, please refer to the Acrobat User ed PDF documents can be opened with Acrobat and			
Security	Pages	Viewing			
Summary	• All · Range: All P	ages 🖌 View: Default			
	Export As O Pages	○ Spreads Layout: Default ~			
	Create Separate PDF F	iles 🗌 Open in Full Screen Mode			
	Suffix:	View PDF after Exporting			
	Options	ils Create Tagged PDF View Create Acrobat Layers			
	Export Layers: Visible &	Printable Layers			
	Include Bookmarks Hyperlinks Interactive Elements: Do	 Non-Printing Objects Visible Guides and Grids Not Include 			
Save Preset)		Cancel Export			

 When exporting to PDF use the Adobe PDF Preset named PDF/X-1a:2001. This is a standard industry-wide proven PDF format for most any commercial printer.

If your ad does not require bleeds, then exporting from this preset without changing any settings will produce a compliant PDF, provided you have not used Spot Colors or RGB in any drop shadows or other transparent objects or layers.

Note: Using any other Adobe presets may not flatten transparencies correctly and transparencies will be downsampled to a lower resolution that are not compliant for web offset printing and will result in a rejected file.



- ② If your ad requires **bleed**, select the **Marks and Bleeds** section in the left sidebar of the Export window.
- ③ Set your Bleed to .125" on all four sides. It's not necessary to include any Marks for submission, but if you wish to for preview purposes, only select Crop Marks and change Offset to 0.2917" as shown in the example above.
- ④ Save Preset... and give it a descriptive name (ex: LTM bleeds no marks). Next time you create an ad for Craft Beer and Brewing that has bleeds, select your saved preset.



Creating LONG THREAD MEDIA® ads with Adobe Illustrator

Print 🕕 Film & Video	Art & Illustration			
Tabloid 792 x 1224 pt	PRESET DETAILS LTM full page bleed Width 7.75 in Inches Height Orientation Artboards 10.75 in I I I I I I I I I I I I I I I I I I			
	More Settings			

- ① When creating a new document in Illustrator select **Print** as the layout intent. This will create a document with only CMYK colors in the Swatches panel. Do not use Spot Colors in your document. All colors must be CMYK to assure that any transparencies used (i.e. drop shadows, layers or objects with opacity set below 100%) will flatten correctly when exporting to PDF.
- ⁽²⁾ Match the **Width** and **Height** to the *trim size* indicated on the AD SIZES page. (Example shown is for a full-page-bleed ad.)
- ③ Set the **Bleed** to .125" on all 4 sides. This will place a guide box .125" around the Artboard in your layout (by default, a red colored box). Make sure all images extend beyond the Artboard edges (trim) to the bleed guides. This allows for some minor inaccuracies when the printer trims the pages to final trim size. Create margin guides that are .25" in from the trim on all four sides. Keep critial text and logos, etc. inside the margins of the layout.
- 4 Under Advanced Options, select **CMYK Color** as the Color Mode.
- 5 Under Raster Effects, select High (300 ppi).

6 Click Create to open your new document. Once open you can save this Artboard layout as a template for future ads with the same settings (File > Save as *Template...*) and name it logically.

	Name:	LTM full page b	leed			
	Profile:	[Custom]				
	Number of Artboards:	01				
	Size:	[Custom]				
	Width:	7.75 in		Units:	Inches	
	Height:	10.75 in		Orientation:		
	Bleed:	Top \$\circ\$ 0.125 in	Bottom $\hat{}$ 0.125 in	Left 🗘 0.125 in	Right Ç 0.125 in	9
	✓ Advanced					
may look like	Color Mode:	СМҮК				
this (<i>at right</i>)	Raster Effects:	High (300 ppi)				
when creating a	Preview Mode:	Default				
new document. All the same specs apply.	Templates			Cancel	Create Do	ocument

Creating high-resolution PDFs for LONG THREAD MEDIA® ads from Adobe Illustrator

1 Forr	mat: Adobe PDF (pdf)	\$		
•	Use Artboards	Range: 1		
New Folder			Cancel	Save

① To save a PDF from Illustrator, on the Menu select File > Save As... and in the dialog box that follows under Format choose Adobe PDF (pdf) and Save.



② In the Save box select the Adobe PDF Preset named **PDF/X-1a:2001**. This is a standard industry-wide proven PDF format for most any commercial printer.

If your ad does not require bleeds, then exporting from this preset without changing any settings will produce a compliant PDF, provided you have not used Spot Colors or RGB in any drop shadows or other transparent objects or layers.

Note: Using any other Adobe presets may not flatten transparencies correctly and transparencies will be downsampled to a lower resolution that are not compliant for web offset printing and will result in a rejected file.



- ③ If your ad requires **bleed**, select the **Marks and Bleeds** section in the left sidebar of the Export window.
- ④ Set your Bleed to .125" on all four sides. It's not necessary to include any Marks for submission, but if you wish to for preview purposes, only select Trim Marks and change Offset to 0.292" as shown in the example above.
- (5) To save a preset click the icon and give it a descriptive name (ex: LTM bleeds no marks). Next time you create an ad for Craft Beer and Brewing that has bleeds, select your saved preset.

