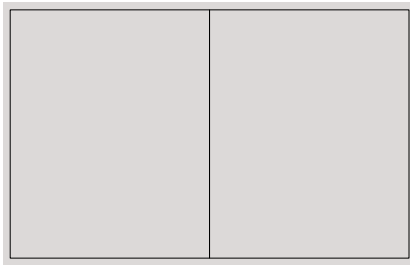# *URBAN LAND* PRINT ARTWORK SUBMISSION GUIDELINES

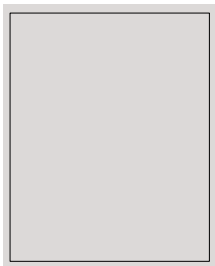## PAGE SPECS

**2-PAGE SPREAD
PLUS BLEED**
17 3/4" x 10 7/8"
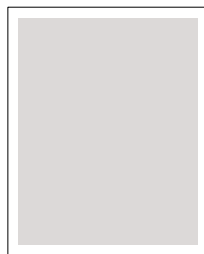
Bleed: 1/8" Safety: 1/4"

**FULL PAGE
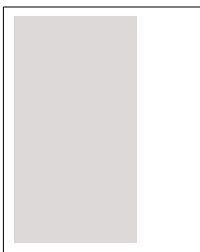PLUS BLEED**
8 7/8" x 10 7/8"
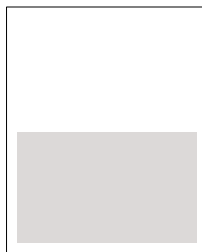
Bleed: 1/8" Safety: 1/4"

**FULL PAGE
(NO BLEED)**
8" x 10"

Includes 2/5'' white border around
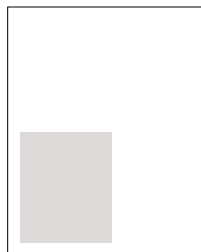the ad image when printed
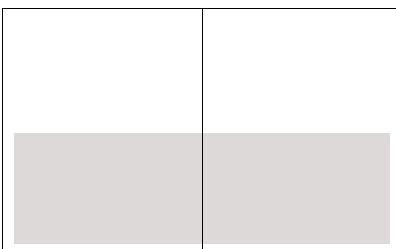

**2/3 PAGE
VERTICAL**
5" x 9 7/8"
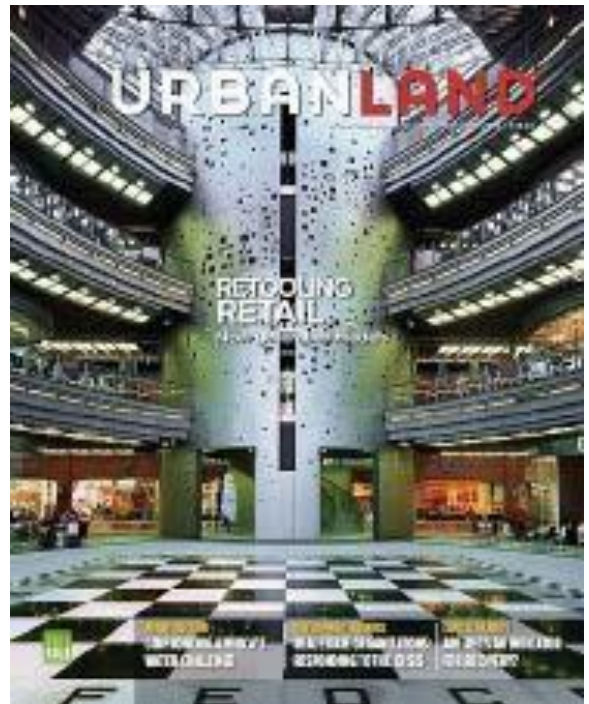

**1/2 PAGE
HORIZONTAL**
7 5/8" x 4 7/8"

1/4 PAGE
3 5/8" x 4 7/8"

**TWO 1/2 PAGE
HORIZONTAL SPREAD**
16 1/2" x 4 7/8"

MECHANICAL SPECS

Bleed: 1/8"

Printing: SWOP Web

Resolution: 300 dpi

Binding: Perfect

Line Screen: 150 lpi

Color Profile: CMYK (unless black and white)

PDF Version: 1.3

All fonts must be embedded.
All transparencies must be flattened.

FORMATTING

Ads must be delivered as PDF/ x-1a file. We recommend downloading the PDF settings on the AdShuttle log-in screen or use PDF/ x-1a settings in Acrobat 6 (2003) or later with all fonts and images embedded. Exporting a file with this file format indicates that it complies with a number of restrictions, such as CMYK, embedded fonts, no OPI, no annotations, no Javascript code and encryption are not used. It is a file format which helps to standardize the file sharing process and ensures the ad is ready for print.

ADSHUTTLE SUBMISSION INSTRUCTIONS

Go to *AdShuttle* to log into the system. If you are not already registered, click on the "Sign Up" button to create a new user account

1. Click "Start" on the homepage

2. Enter Submission Details
   - From the Publication drop down, choose "Urban Land"
   - From the Issue drop down, choose which issue your ad will run in
   - In the Advertiser space, type your company name as you wish for it to appear in print
   - Click Continue

3. Enter your Material Details
   - Unit Headline – Company Name
   - Product –Ad Campaign/Ad Issue
   - Choose your ad size from the drop-down menu
   - Choose your proof option
   - Enter Notes (optional)
   - (Leave the Ad ID blank)
   - Click Save/Upload

4. Upload your file
   - Click Browse to find ad
   - Choose colors (should be CMYK)
   - Click Continue
*Note: If your ad fails preflight, you will not be able to continue

5. If the ad passes all preflight requirements, you will be able to click "next" to position the ad
   - You can choose the positioning or click the "Center Image" button on the right
   - Click save

6. Once the ad is uploaded, you can approve or reject the ad

7. Once approved, you can view preflight results
   - If there are preflight warnings, you can accept and AdShuttle will still approve the ad.
   - If you would like to make necessary adjustments you may re-submit

8. Choose to deliver now or later

9. Once you deliver your ad you should receive a confirmation ticket from AdShuttle@quadsystems.com with your ticket number and submission information.

All other guides and instructions needed for ad creation, user information, or preflight problems, can be found on the top of the page once logged in to AdShuttle. For additional questions regarding ad submissions, contact:

Ad Shuttle Customer Service
E: support@workflow.qg.com
P: 866-774-5784