

the JOURNAL OF
SOUTHERN
HISTORY

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ADVERTISEMENT SUBMISSION GUIDELINES

Submit PDF files (black-and-white only) to jsh@rice.edu

FORMAT

Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). If possible, submitted files should conform to ISO 15930-1: 2001 PDF/X-1a file format standard. Non-standard, application, or native file formats are not acceptable.

LAYOUT

- Page size: must conform to specified publication trim size: 6" x 9.25"
- Page bleed: must extend minimum 1/8" beyond trim for page head, foot, front
- Safety margin: type and other non-bleed content must clear trim by minimum 1/2"
- Page marks: pages should only contain crop marks. Color bars or other marks are not needed.

VARIABLES

- Versioning: unique PDF documents are required for each issue version; common elements must remain fixed for each version

FONTS

- Type 1 fonts are recommended; avoid Type 3, Multiple Master, and composite/CID fonts; avoid Mac city fonts (Chicago, Geneva, etc.) and MS Outlook fonts (Tahoma, Impact, etc.)
- Character styles: when possible, avoid menu-stylized fonts
- Embedding: all fonts should be fully embedded. Subsetting is not recommended

TEXT/LINES

- Character size: recommended minimum for reverse or multi-color type is 6 points
- Line/rule width:
 - minimum width for single-color line/rule is 0.25 point (0.0035")
 - minimum width for overprinting or multi-color rule is 0.33 point (0.004")
 - minimum width for reverse line/rule is 0.5 point (0.007")

IMAGES

- Resolution: raster image resolution should conform to the following recommended specifications:
 - 266ppi for tones (either grayscale or color)
 - 500ppi-900ppi for combination tones (either grayscale or color)
 - 900ppi-1200ppi for monochrome (1-bit) images
- Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards. JPEG 2000, JBIG, and JBIG2 compression are not acceptable.
- Imbedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable