

## Advertising Materials

### AD SIZES

Bleed page	8-3/8" w x 11" h
Trim size	8-1/8" w x 10-3/4" h

Keep essential elements 1/2" from bleed edges.

### PRINT REQUIREMENTS

**CS** is produced 100% computer-to-plate according to SWOP standards. All ads must be submitted in a PDF format using the Adobe Acrobat Distiller job options settings required for proper output. Download the appropriate version below and install according to instructions. 4-color ads must be CMYK only. Black-and-white ads must be CMYK black or grayscale only. Files containing ICC, RGB, LAB, or Spot-based colors will be returned for correction. For optimal resolution, please ensure that embedded 4-color graphics are at least 600 dpi.

#### *MAC Users:*

For 5.0, save the CMW\_Acr5\_V2\_1.joboptions settings to your Acrobat > Distiller > Settings folder, then launch Distiller and select CMW\_Acr5\_V2\_1 as the job options settings for creating the PDF.

For 6.0, save the CMW\_Acr6\_V2\_1.joboptions settings to your Macintosh HD > Users > Shared > Adobe PDF 6.0 > Settings folder, then launch Distiller and choose CMW\_Acr6\_V2\_1 as the job options settings for creating the PDF.

For 7.0, save the CMW\_Acr7\_V1.joboptions file to your desktop, then launch Distiller and drag and drop the file into the Distiller window.

#### *PC Users:*

For 5.0, save the CMW\_Acr5\_V2.joboptions settings to your Local Disk > Program Files > Adobe > Acrobat 5.0 > Distiller > Settings folder, then launch Distiller and select CMW\_Acr5\_V2 as the job options settings for creating the PDF.

For 6.0, save the CMW\_Acr6\_V2.joboptions settings to your Local Disk > Documents and Settings > All Users > Documents > Adobe PDF 6.0 > Settings folder, then launch Distiller and choose CMW\_Acr6\_V2 as the job options settings for creating the PDF.

For 7.0, save the CMW\_Acr7\_V1.joboptions file to your desktop, then launch Distiller and drag and drop the file into the Distiller window.

### COLOR PROOFS

**CS'** printer requires that each 4-color ad be accompanied by a digital SWOP-certified proof, calibrated to SWOP standards with CATF/SWOP-approved scales, targets, and control patches to accurately reflect how your ad will print on a 4-color press. **CS** cannot accept your ad without one. Visit [www.swop.org](http://www.swop.org) for a list of certified proofs.

**SEND MATERIALS TO:**

**Paul Walsh  
Publisher**

***Clinical Schizophrenia & Related Psychoses***

P.O. Box 193  
Montvale, NJ 07645  
Telephone: 201-391-8411  
pwalsh @ clinicalschizophrenia.net

You can email your PDF with the ad name, publication (**CS**), and issue date in the subject heading and send the proof separately, or write your PDF to a CD and send it along with the proof. For transmitting large files, contact the Publisher for FTP access. Materials will be held for one year and then destroyed.

**DEADLINES:**

<b>Issue</b>	<b>Space Reservation</b>	<b>Materials Due</b>	<b>Pub Date</b>
April 2012 (Vol. 6, No. 1)	03/01/12	03/14/12	04/01/12
July 2012 (Vol. 6, No. 2)	06/01/12	06/13/12	07/01/12
October 2012 (Vol. 6, No. 3)	08/29/12	09/12/12	10/03/12
January 2013 (Vol. 6, No. 4)	11/29/12	12/13/12	01/04/13

***Clinical Schizophrenia & Related Psychoses***