

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 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:

Issue	Space Reservation	Materials Due	Pub Date
April 2011 (Vol. 5, No. 1)	03/01/11	03/14/11	04/01/11
July 2011 (Vol. 5, No. 2)	06/01/11	06/13/11	07/01/11
October 2011 (Vol. 5, No. 3)	08/29/11	09/12/11	10/03/11
January 2012 (Vol. 5, No. 4)	11/29/11	12/13/11	01/04/12

Clinical Schizophrenia & Related Psychoses