

# Urban Land Magazine Artwork Submission Guidelines

## Page Specs:

### **Two-Page Spread Bleed:**

Trim: 17 3/4" w x 10 7/8" h

Bleed: 1/8" Safety: 1/4"

\*Submit as 1 Unit

### **Full Page Bleed:**

Trim: 8 7/8" w x 10 7/8" h

Bleed: 1/8" Safety: 1/4"

### **Full Page Non Bleed:**

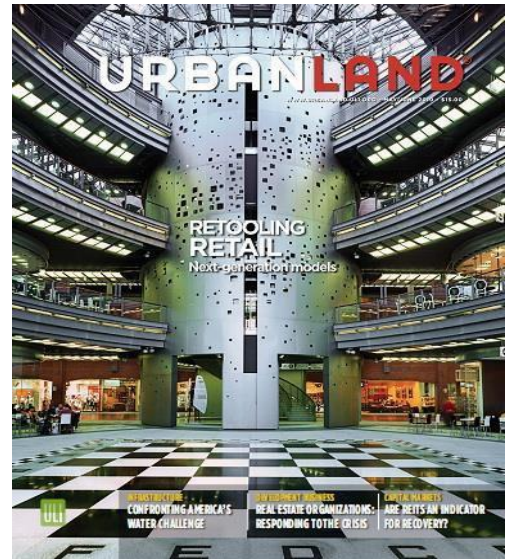
Trim: 8" w x 10" h – Includes 2/5" white border around the ad image when printed

### **Two-Thirds Vertical:**

Trim: 5" w x 9 7/8" h

### **Half Page Horizontal:**

Trim: 7 5/8" w x 4 7/8" h



## Mechanical Specs:

Bleed: 1/8"

Printing: SWOP Web

Resolution: 300 dpi

Binding: Perfect

Line Screen: 150 lpi

Color Profile: CMYK (unless B/W)

Embed all fonts

PDF Version: 1.3 - All transparencies must be flattened.

## **Formatting:**

*Ads must be delivered as PDF/x-1a file.* We recommend that you download 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 is not used. It is a file format which helps to standardize the file sharing process and ensures that it is ready for print.

**For more information, please download the Ad Creation Guide.**

<https://www.adshuttle.com/Content/HelpResources/AdCreationGuide.pdf>

## How To: AdShuttle Ad Submission

Please follow the following steps:

Go to [www.adshuttle.com](http://www.adshuttle.com) and log on.

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](mailto: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 Customer Service questions regarding AdShuttle, please call 866-774-5784.**

**For all other questions, please contact Irene Katradis ([Irene.Katradis@uli.org](mailto:Irene.Katradis@uli.org) or 202-624-7164).**