

Creating Instant Editions

SRDS Instant Editions provide publishers a powerful solution for getting your publication in the hands of planners and buyers. Through our technology partner, we process and convert your print-ready PDF magazine files to a digital format for electronic display. We then create a searchable, printable and shareable electronic replica of your print publication with a page-flipping interface.

Production Requirements and Checklist

The following materials must be submitted in order to accurately serve your publication in digital format.

File Format

Preferred: Provide a print-optimized PDF file of your complete publication, no lower than 200dpi resolution. A single, cropped PDF file containing all editorial and advertising pages is preferred.

Accepted: Individual, uncropped PDF files are accepted only when page numbers are identified in the file name for every editorial AND advertising page being submitted.

Advertiser Index

Provide a list of advertisers and their page numbers within the issue. This ensures that your advertisers' names are accurately represented in your advertiser index.

Delivery of Materials

PDF files and advertiser index may be uploaded to:

<http://advertising.srds.com>

Or we can download them from your FTP site.

Not Accepted

- Individual pages without page numbers. Every editorial and advertising page needs its page number identified in the file name to ensure accurate page ordering in the digital edition.
- Multiple versions of pages for geographic/demographic split editions. Send only the exact pages that match the print edition being digitally replicated.
- Multiple front covers. Send only one front cover file, preferably without a mailing address block.
- Spine images are not represented digitally and should not be submitted.

File preparation services are available for an additional fee if your printer or production teams have difficulty meeting these specifications.

Questions: Contact **847.268.1646** or instanteditions@kantarmedia.com

