

## LIVING BIRD

### Ad Specifications and Due Dates

#### Full Page

trim size  
8.5 x 11 inches

no bleed  
7.06 x 9.5 inches

bleed  
9 x 11.5 inches

live matter for bleed  
8 x 10.5 inches

#### 1/2 Page

horizontal  
7.06 x 4.63 inches

#### 1/2 Page Spread with Bleed

bleed  
17.5 x 5.75 inches

live matter for bleed  
16.13 x 5.13 inches

#### Full Page Spread with Bleed

bleed  
17.5 x 11.5 inches

live matter for bleed  
16.13 x 10.5 inches

#### 1/3 Page

vertical  
2.19 x 9.5 inches

square  
4.63 x 4.63 inches

#### 2/3 Page

vertical  
4.63 x 9.5 inches

#### 1/6 Page

vertical  
2.19 x 4.63 inches

### BIRD NAMES

Consider including bird names in ads with bird images. We have received feedback from readers that they enjoy the identification of birds in ads.

### DUE DATES FOR PRINT-READY ADS AND MAIL DATES

Winter 2020: 11/1/19 (mails early January)

Spring 2020: 2/1/20 (mails late March)

Summer 2020: 5/1/20 (mails late June)

Autumn 2020: 8/1/20 (mails late September)

### AD SPECIFICATIONS & SUBMISSION OF FILES

**Color and Images:** Use high-resolution images. Digital photos and scans should be 300 ppi (pixels per inch) for 150 DPI (dots per inch) offset printing on coated stock. Scan photographs at 300 ppi and line art 1200 ppi. Do not use RGB graphics. Images and all color (e.g., photos, text, screens) must be in CMYK format.

**Ad Files:** High-resolution PDF files appropriate for offset printing are required. When exporting PDFs from InDesign, use the PDF/X-1a:2001 or High Quality Print settings (in the compression panel, choose "Do Not Downsample.") All images and fonts in the ad must be embedded (not linked) and in CMYK (not RGB) format.

To properly make PDF files, use Acrobat Distiller. Specific PDF settings for InDesign are available upon request. Please include the advertiser's name and *Living Bird* issue in your file name, e.g., CompanyXYZ\_LB\_WIN16.

**Bleeds:** The trim size for *Living Bird* is 8.5 x 11 inches. Full-page-bleed ads measure 9 x 11.5 inches. Keep live matter within a maximum of 8 x 10.5 inches.

**Crop Marks:** Please do not use crop marks for partial page ads. Do use crop marks for full page and two-page bleeds.

**Proofs:** If the ad colors are critical, a matchprint is required, which is the only truly reliable proof for matching color. Cornell Lab is not responsible for errors in the color and text unless an adequate proof is supplied. Proofs should be mailed to Joanne Avila, Design Editor, *Living Bird*, 159 Sapsucker Woods Road, Ithaca, New York 14850. Matchprints (and CDs if sent with matchprints) will not be returned unless requested.

**Ad Submissions:** Submit all ads to the advertising manager electronically: SVL22@cornell.edu.

## TERMS AND CONDITIONS

**Contract Rates:** Contract advertisers will be protected at the rates specified in the contract.

**Tear Sheets:** A tear sheet of your ad will be provided with an invoice upon publication. If your company requires two tear sheets, please make this request with the advertising manager.

**Payment Terms:** Payments are net 30. One and one-half (1.5%) per month service charge added to past-due accounts. First-time advertising insertions may be payable in advance.

**Contract Regulations:** Position requests are complied with when possible but not guaranteed, unless the ad is on an inside cover. Advertising simulating editorial matter will be plainly marked as advertising. Publisher has the right to approve all subject matter. This contract is binding under New York state law.

**Cancellations:** Ads may not be cancelled after the closing dates.

**Publisher's Protective Clause:** Advertisers and agencies assume complete liability for the copy in their advertisements and warrant that they do not infringe on the copyrights or trademarks of others. Advertisers and agencies agree to hold the Cornell Lab of Ornithology harmless from any liability arising out of any such infringements and to reimburse publishers by reason of any such infringement.

Advertisers or advertising agencies assume complete responsibility for the copy and artistic content of their ads.

The publisher reserves the right to reject any advertisement that does not conform to publication standards.

### Contact:

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