

WoundSource Advertising Mechanical Specifications

WOUND
SOURCE™

*The World's Definitive Source for
Wound Care & Product Information*

CONTENTS

2 Print

2 Display Advertising

6 Product Listing Options

7 Digital

7 Banner Advertising

7 Product Microsites

8 Email Marketing

Display Advertising

BINDERY

Perfect

FILM REQUIREMENTS

Film not acceptable (Digital Work Flow)

FONT SPECIFICATIONS

- All fonts must be embedded.
- PostScript Type 1 fonts are accepted.
- Adobe fonts are preferred.
- No TrueType fonts accepted.
- Missing or damaged fonts may be replaced with a similar font at the discretion of the publisher.

MECHANICAL SIZES

Bleed Sizes	Trim Width	Trim Height	Safety	Gutter	Bleed
Full Page	7 (7/8)"	10 (3/4)"	1/4"	3/8"	1/8" beyond trim; all sides
Half Page Horizontal	7 (7/8)"	5 (3/8)"	1/4"	3/8"	1/8" beyond trim; all sides
Half Page Vertical	4"	10 (3/4)"	1/4"		1/8" beyond trim; all sides

Non-Bleed Sizes	Width	Height
Quarter Page	3 (1/4)"	4 (7/8)"

CANCELLATIONS

Cancellations are not accepted after the closing date. All cancellations prior to space closing must be made in writing and acknowledged in writing by Kestrel Health Information, Inc.

PRESS OPTIMIZED PDFS ARE REQUIRED

- If the ad is intended to bleed, registration marks must be applied with an offset of 12 points. Set bleeds to be 1/8" beyond the trim.
- PDFs must be exactly one inch wider and taller than the page to accommodate bleed and crop/registration marks.
- All RGB & Pantone colors must be converted to CMYK.
- Any files submitted outside of these specifications will be subject to a \$40 processing fee.

PROOFS

A SWOP approved digital proof from the final file submitted is required for color ad submissions. Any color ad submitted without a SWOP standard proof will be subject to a \$75 fee.

SPECIAL INSTRUCTIONS FOR LOGOS

All logos are printed in 4-color process (CMYK). Sponsors need to submit color logos as PDF or EPS files with all fonts and images embedded and set up for CMYK. TIFs, JPEGs and other formats will not be accepted.

DELIVERY METHOD

Email to editorial@kestrelhealthinfo.com upload to provided shared folder.

WoundSource 2019 Materials Due: May 13th, 2019

Shipping address (US Mail)

Kestrel Health Information, Inc.
PO Box 189, Hinesburg, VT, 05461

Shipping address (Overnight Mail)

Kestrel Health Information, Inc.
206 Commerce St., Hinesburg, VT, 05461

Phone 800-787-1931

Email editorial@kestrelhealthinfo.com

PUBLICATION PAGE FILE SPECIFICATIONS

1. Acceptable Formats for Publication Page Files

PDF FILES

PDF is the preferred format for page files. We accept PDF/X-1a+ files that adhere to the page geometry requirements in spec #2 below and the PDF file criteria in spec #3 on page 3 of this document.

Single-page PDF files are the standard for production. Single-page PDF files are preferred over multiple-page PDF files. If you must send multiple-page PDF files, the pages contained in each file must be contiguous.

Do not merge multiple-page PDF files into a single PDF file. This can create font ID conflicts and cause type characters in the merged file to drop unexpectedly.

PDF FILE NAMING CONVENTION

PDF file names must be short, consistent, and must contain no spaces or special characters or punctuation other than the “dot” or “period” that precedes the pdf extension. Note that the underscore character (_) can be used in PDF file names. This is the only non-alpha/numeric character that can be used when naming files and its use is generally reserved for separating a page range in a multi-page file or to precede the “R” indicator for revised page files. The page number (single-page PDF files) or page range (multiple-page PDF files) must begin the file name.

FILE NAMING EXAMPLE FOR SINGLE-PAGE PDF FILES:

001pn1011.pdf — 001 = page 1, pn = pub name (this is just an example), 1011 = date (October 2011 in this example)

010pn1011.pdf — 010 = page 10

100pn1011.pdf — 100 = page 100

Revised files must have “_R” added to the name just before the .pdf extension: 001pn1011_R.pdf — a revised single-page PDF file for page 1

A second revised file must have “_R2” added to the name just before the .pdf extension: 001pn1011_R2.pdf — second revised PDF file for page 1

A third revised file must have “_R3” added to the name just before the .pdf extension, etc.

FILE NAMING EXAMPLE FOR MULTIPLE-PAGE PDF FILES:

001_010pn1011.pdf — 001_010 = file contains pages 1 through 10

PAGE-LAYOUT APPLICATION FILES

We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CS5.5) and Adobe InDesign for Windows (up to and including Adobe InDesign CS4). We accept native page-layout application files created in QuarkXPress for Macintosh and Windows (up to and including QuarkXPress 8).

If you are planning to send page-layout application files created in a higher version of InDesign or XPress than stated above, please contact your Cenveo account manager for instructions.

2. Page Geometry Requirements

PAGE-LAYOUT APPLICATION FILE DIMENSIONS

The page-layout file must be set up to the true-trim size of the publication. Bleed elements must extend beyond the page by 1/8” (0.125”) on the trim sides.

PDF FILE DIMENSIONS

When supplying PDF files, the originating page-layout application file must be “printed” or “exported” to a PostScript file that is exactly one inch larger in width and height than the page-layout file. This file must include bleed and crop/registration marks. Bleed elements must extend beyond the page by 1/8” (0.125”) on the trim sides, and crop marks must fall outside of the bleed area. There must be exactly 1/2” (0.5”) of space on each side of the live page to accommodate the bleed and marks.

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Email editorial@kestrelhealthinfo.com

PUBLICATION PAGE FILE SPECIFICATIONS CONTINUED

3. Adobe Acrobat PDF Files

POSTSCRIPT PRINTER DESCRIPTION FILE

NOTE: If using Windows Vista or Windows 7, please skip to the note at the bottom of this page.*

PDF files must be Distilled to PostScript files generated with the PPD* that is available for download through our site:
<http://mwdn-richmondva.cadmus.com/specs/cadmus/home.html>

MACINTOSH USERS

STEP 1 FOR MACINTOSH USERS:

Click on “Macintosh Users” at the top of the page, and then on the icon for “Printer Descriptions (PPD)” to then right- or Control-click on the file named “PrinergerRefiner.zip”. Double-click this file to extract the PPD file named “Prinerger Refiner”.

STEP 2 FOR MACINTOSH USERS:

Place the PPD file named “Prinerger Refiner” inside the “en.lproj” folder at the end of this path: Macintosh HD > Library > Printers > PPDs > Contents > Resources > en.lproj.

If you are using Adobe InDesign, your PPD procedure is done and you do not need to proceed with Step 3. If you are using QuarkXPress, you must proceed with Step 3 to create a print-to-file “printer” using the Prinerger Refiner PPD.

STEP 3 FOR MACINTOSH USERS RUNNING MAC OS X 10.4.X (TIGER):

Launch the “Printer Setup Utility” application (Applications > Utilities > Printer Setup Utility). Click “Add”. Click the “IP Printer” icon at the top of the “Printer Browser” window. Select “Line Printer Daemon - LPD” for “Protocol”. For “Address” type in “localhost” (without the quotes). For “Queue” type in “PrinergerRefiner on localhost” (without the quotes). For “Name” type in “PrinergerRefiner on localhost” (without the quotes). Leave the field for “Location” blank. For “Print Using” select “Other...”. Navigate to and select the “Prinerger Refiner” PPD and click “Open”. Click “Add” and “PrinergerRefiner on localhost” is added to the list and set as the default printer.

STEP 3 FOR MACINTOSH USERS RUNNING MAC OS X 10.5.X (LEOPARD) OR 10.6.X (SNOW LEOPARD):

From the Apple pull-down menu, choose “System Preferences” and click on “Print & Fax”. Click the + button at the bottom

of the “Printers” list to add a printer. Click the “IP” icon at the top of the window. Select “Line Printer Daemon - LPD” for “Protocol”. For “Address” type in “localhost” (without the quotes). For “Queue” type in “PrinergerRefiner on localhost” (without the quotes). For “Name” type in “PrinergerRefiner on localhost” (without the quotes). Leave the field for “Location” blank. For “Print Using” select “Other...”. Navigate to and select the “Prinerger Refiner” PPD and click “Open”. Click “Add” and “PrinergerRefiner on localhost” is added to the list. Set “Prinerger Refiner on localhost” as the “Default Printer” if you are exporting files to PostScript from QuarkXPress. InDesign will have this printer specified in the Print Preset.

WINDOWS USERS

WINDOWS USERS RUNNING WINDOWS XP:

Click on “Windows Users” at the top of the page, and then on the icon for “Printer Descriptions (PPD)” to right-click and download two files (“AdobePSPrinter.zip” and “PrinergerRefiner.ppd.zip”). Save each of these files to a convenient location on your drive. Extract the content of both .zip files: The .zip file named “AdobePSPrinter.zip” contains the file named “winsteng.exe” and the .zip file named “PrinergerRefiner.ppd.zip” contains the file named “PRINREFE.PPD”. Remember the location of these files. Double-click on “winsteng.exe” to start the Adobe PostScript Driver Setup, which will take you through the process of setting up the “print-to-file” printer: “Prinerger Refiner”. Set this printer up as a “Local Printer”. For “Local Port Selection”, choose “FILE: Local Port”. You do not need to configure this port. You will be asked to “Browse” to the location of the PPD file. When you have arrived at the folder containing the PPD (through the navigational window in the installer) you will see a printer listed on the left side of the window named “Prinerger Refiner”. Select this printer name and continue the install. This printer will not be shared (choose “Not Shared”). It is not necessary to choose a new name for the printer, print a test page, or view the ReadMe file. When prompted to configure the printer, choose “Yes” and click “Next”. Double-click on “Font Substitution Table” and set all fonts to “Don’t Substitute”.

*WINDOWS USERS RUNNING VISTA AND WINDOWS 7

If running Windows Vista or Windows 7, use the AdobePDF PPD. No additional install or setup is necessary.

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PUBLICATION PAGE FILE SPECIFICATIONS CONTINUED

ACROBAT DISTILLER SETTINGS FOR DISTILLER VERSIONS 8 AND 9

Once PostScript files have been created, they must be Distilled to PDF files with specific Distiller Job Options settings that are available for download through our site:

<http://mwdn-richmondva.cadmus.com/specs/cadmus/home.html>

Click on either “Macintosh Users” or “Windows Users” at the top of the page.

Click on the icon for “Adobe Distiller Settings” and then right- or Control click to begin the download of:

CPS_Acr8_V1.zip (For Acrobat Distiller version 8.x)

CPS_Acr9_V1.zip (For Acrobat Distiller version 9.x)

Once you’ve downloaded the appropriate file to your computer, double-click on the file to extract the content:

CPS_Acr8_V1.joboptions (For Acrobat Distiller version 8.x)

CPS_Acr9_V1.joboptions (For Acrobat Distiller version 9.x)

Launch Acrobat Distiller. Drag and drop the .joboptions file onto the Distiller window and those settings will be installed and set as the “Default Settings”.

4. File Construction Considerations

IMPORTED IMAGE FILES

- Continuous-tone-type images must be saved to CMYK or Grayscale mode and should have an effective resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi) or 266 ppi for publications to be produced with a 133 line screen (133 lpi).
- Line-art scans should be saved to Bitmap mode and should have an effective resolution no less than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
- Apply custom effects (colorizing, rotation, and other special effects) in the photo-retouching program.

IMPORTED ART FILES

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- Select all text and convert to outlines before saving to import into the page layout.

- Be sure that the colors are specified properly in your files. Make sure that colors are set to CMYK rather than RGB. If elements are to print in a spot color, be sure the spot color name matches exactly to the spot color name for the same color used in the page-layout application. Make sure that spot colors are correctly designated as “Spot” and that process colors are correctly designated as “CMYK” or “Process Separation”.
- Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.

GENERAL FILE CONSTRUCTION TIPS

- We accept native page-layout application files that are created in QuarkXPress and Adobe InDesign. If you are sending application files (rather than PDF files), it is important that you supply all of the elements that went into the building of those files: fonts, art files, and high-resolution image files.
- Avoid use of third-party XTensions or Plug-Ins in your page-layout application if you are supplying native page-layout application files.
- Do not use font menu styling to create type effects. Avoid use of TrueType fonts.
- Be sure that colors are specified properly in your files. If you have created any custom colors or are using Pantone colors, be sure that they are designated as “Process Separation” or “Spot” depending on the intent. Delete any unused colors from the color palette. Make sure that all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.

CONFIRMATION

- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. Color proofs are preferred for files with color content.

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Product Listing Options

PRODUCT IMAGE UPGRADE:

Specifications: 1.75"x1.75". All images are printed in 4-color process (CMYK). Submit as PDF or EPS files with all fonts and images embedded and set up for CMYK. TIFs, JPGs and other formats will not be accepted.

LITERATURE REFERENCES UPGRADE:

Limit of three literature references. Please provide in AMA format or with all information necessary to reformat to standard.

PATIENT CONDITION LISTINGS:

Selections are per product per condition i.e. selecting Arterial Ulcers, Chronic Wounds and Infected Wounds for Product X would be three listings, and selecting Chronic Wounds for Product X, Product Y and Product Z would also be three listings.

COMPANY LOGO:

All logos are printed in 4-color process (CMYK). Submit color logos as PDF or EPS files with all fonts and images embedded and set up for CMYK. TIFs, JPGs and other formats will not be accepted.

DIGITAL EDITION VIDEO:

Link to your product video on YouTube.com

Comparison Matrix	feature	feature	feature	feature	feature	feature	feature	feature	feature	feature	feature
Product (company)											
Your Product Name	•	•	•	•	•	•	•	•	•	•	•

Your Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Sizing: Sizing information.

Other Features: 1, 2, 3

HCPCS: HCPCS Code

References:

1. Author. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sample Journal Name. Year; Volume: Pages.
2. Author. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sample Journal Name. Year; Volume: Pages
3. Author. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt. Sample Journal Name. Year; Volume: Pages



Banner Advertising and Product Microsites

Banner Advertising

LEADERBOARD AD:

- Ad: 728x90 pixels (JPG, PNG, or GIF)
- Click-through URL

MEDIUM RECTANGLE AD

- Click-through URL
- Ad: 300x250 pixels (JPG, PNG, or GIF)

Product Microsites

- Product website URL
- Image files (Company logo or Product Image): High resolution JPG or PNG file
- PDF attachments: Limit 2 per product, preferably under 3MB
- Ad: 300x250 pixels (JPG, PNG, or GIF)
- Click-through URL for ad
- Video: Link to your product video on YouTube.com

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Email Marketing

E-NEWSLETTER ADS


- Date of ENEWS placement (minimum 3 days from date of ad submission)
- Image Ad: 300x250 pixel ad (JPG or PNG)
- Recommended: Include a strong call to action button encouraging readers to click through to your site or landing page
- Click-through URL for ad

CUSTOM EMAILS


- Date and preferred time of broadcast (minimum 5 days from date of HTML submission)
- Email subject line
- HTML email file
 - All images must be hosted on your server
 - Recommended width: 600 pixels
 - Remove company CANSPAM information from footer (will be replaced with Kestrel Health Information default)
 - Recommended: Ensure that email text is not in images for readers with images turned off as default
 - Recommended: Include a strong call to action button encouraging readers to click through to your site or landing page

EDITORIAL SPOTLIGHTS

- Image Ad: 300x250 pixel ad (JPG or PNG)
- Click-through URL for ad
- Text Ad: 100 words or less
- Company Logo: High resolution JPG or PNG file



WEEKLY ENEWS October 13th, 2017
www.woundsource.com



The Rap on Wrapping: 10 Tips for Effectively Bandaging a Wound

Margaret Heale RN, MSc, CWOCN

Wrapping wounds is an art, and hence, it comes easily to some and more difficult to others. This post won't make you a wound dressing artist, but it does provide some tips for good bandaging techniques. The word "bandage" (in the US) often refers to a primary dressing, so "wrap" better describes a bandage that is long, narrow, and may be used to secure a primary dressing or obtain graduated compression on a limb. Before starting, there are a few points to make regarding the laws of physics.


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How Improving Wound Care Delivery Can Benefit the Entire Facility



Preventative Skin Care in Wound and Ostomy Management