

ADVERTISING MATERIAL SPECIFICATIONS

IMAGE & AD REQUIREMENTS:

- Digital photos must be ready to print
- All B/W ad images must be saved as Grayscale TIFF or EPS – 300 dpi minimum
- Color ad images must be saved as CMYK – 300 dpi minimum
- “Styled” fonts are not compatible. Please choose italic or bold typeface versions

SENDING FILES:

- Provide files via email, online upload (i.e., Dropbox), or on CD
- All ads must be accompanied by printed file, either emailed PDF or paper printed

PDF FILES:

- Press Quality PDF files are acceptable, as are PDF/X-1a:200(X). All fonts must be embedded
- 300 dpi minimum resolution
- CMYK or grayscale images

PREFERRED MAC FILE FORMATS:

- Adobe InDesign CS5, with images, graphics, and complete font sets
- Please include a printed copy of your ad

ACCEPTABLE MAC FILE FORMATS:

- Illustrator CS5 or earlier – files saved as Illustrator PDF or EPS with all placed files embedded and included. Fonts converted to “no outline”
- Photoshop CS5 or earlier – saved as Photoshop PDF or TIFF or EPS
- Mac files created from other applications – please convert to 300 dpi grayscale TIFFs in Photoshop

PC FILE FORMATS:

- TrueType or OpenType fonts are generally compatible with our Mac production process, as many PC fonts are not always cross-platform and are often unreadable
- PC fonts that are incompatible will be matched by our production but may not be a perfect match
- PC created ads should be converted to Press Quality PDF or 300 dpi TIFF

FILE FORMATS NOT ACCEPTED:

- Pagemaker
- CorelDraw
- MS Word
- WordPerfect
- Microsoft Publisher
- PowerPoint

CHANGES/PHOTO SCANNING/PRODUCTION DESIGN SVC, etc:

- Contact us for price quotes regarding changes and/or ads to be created from your provided photos, logos, prior ads, etc.