



DIGITAL FILE SPECIFICATIONS and SIZES for ADS

Digital File Specifications:

Proofs: All files must be accompanied by a color proof printed from the file being submitted.

Media Accepted: CD, DVD

Platform/File Format: Macintosh is preferred platform. EPS, TIF or PDF file format is required.

All fonts must be outlined (EPS) or must be properly embedded (PDF). Make sure your file requires NO fonts.

PC files are acceptable: use same file formats and follow same guidelines.

Application Files Accepted:

Adobe Photoshop, Adobe Acrobat (PDF embed fonts), Adobe Illustrator (outline fonts). ADOBE PHOTOSHOP: Pixel base.

Best source for color (CMYK) and black and white (GRAYSCALE) photos.

300 ppi, TIF files. (*JPG acceptable if TIF not possible.)

ADOBE ACROBAT: PDF files, make sure any images used to create file are in CMYK (if color) or GRAYSCALE (if black and white) and at 300 ppi.

Also make sure fonts are properly embedded if not previously outlined.

BASIC SETTINGS-Resolution: 2400 dpi, Compression: Color images 300 dpi, Grayscale images 300 dpi, Monochrome images 1200 dpi.

Please keep image to ad size: no crop marks, color bars or targets.

ADOBE ILLUSTRATOR: Vector Base, no resolution settings required. Make sure any TIF images placed and embedded in file are CMYK (if color) or GRAYSCALE (if black and white) and at 300 ppi. Also make sure fonts are outlined.

Images: All color images must be **CMYK mode at 300 ppi** (pixels per inch).

Black and white images **GRAYSCALE mode at 300 ppi**.

Line art images in **BITMAP mode at 1200 ppi**.

Vector images created in *Adobe Illustrator* require no resolution settings.

**Files conversions may be billed*

All values are given in inches with horizontal value first

FULL PAGE- 5 x 7.5

1/2 PAGE (horizontal) - 5 x 3.75

1/4 PAGE (horizontal) – 5 x 2.5