

## DIGITAL AD AND ART SUBMISSION

# BUYER'S GUIDE

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*Deadline for submission of digital materials is Thursday noon prior to publication date.*

### Formats:

- PDF files are the preferred method of receiving ads. All fonts should be embedded in the PDF and it needs to be created using Adobe Distiller "Press" preferences.

### Applications:

The following Mac applications are supported and no other application programs are accepted:

- Adobe Photoshop 6.01 or lesser versions
- QuarkXpress 5.01 or lesser versions\*
- Adobe Illustrator 9.02 or lesser versions

\*For Quark Xpress files: All screen and printer fonts must be included & all images in the ad must be included.

### Font/Typefaces:

- All fonts must be postscript Type 1.
- We do not accept True Type fonts.
- Do not use style attributes (bold, italics, etc.) from the application Style Menu in the creation of your ad, as this could cause the font to default to Courier when printed.
- All type created in Illustrator or other vector art programs must be converted to outlines before being placed in the layout application so it will not default to Courier when printed.

### Images:

- All images should be properly sized at 100% of desired printing size.
- Images must be saved as EPS or TIFF.
- Avoid cropping images in your layout application. Make art the correct size in your image editor, then place in your ad.
- In Photoshop, do not check "Include Transfer Function" or "Include Halftone Screen."
- Grayscale images must be converted to Grayscale (no color).

### Resolution:

- Grayscale and color images should be scanned at 150 DPI (Dots Per Inch), at 100% of desired printing size.
- Black & White line art must be scanned at 300-600 DPI, at 100% of desired printing size.

### Color Ads:

- All color images must be converted to CMYK.
- All 4-color must be defined as Process in the application file.

### Screens:

- Must be 85 line screen (85 lines per inch).

### Ad Size:

- Ads must be created at the proper *Buyer's Guide* size ordered.