

Ad File Specifications

This document is used to guide you in preparing ad files for print.

1. Acceptable Formats for Ad Files

PDF FILES

PDF is the preferred file format. We accept PDF/X-1a+ files that adhere to the page geometry requirements in spec #4 on page 2 of this document.

Single-page PDF files are the standard for production and are required for certain types of automation processes.

PDF FILE NAMING CONVENTION

PDF file names must be short, consistent and contain no spaces or special characters or punctuation other than the "dot" or "period" that precedes the pdf extension. The exception is the underscore character (_). This is the only non-alpha/numeric character used in our PDF file naming convention.

The overall length of the file name (including the .pdf extension) must not exceed 26 characters.

2. Adobe Illustrator PDF Files (or EPS files or .ai files)

- Files must be set for high resolution output. In Illustrator, see "Document Raster Effects" ("Effects" pull-down menu).
- Select all text and convert to vector outlines. In Illustrator "Create Outlines" under the "Type" pull-down menu.
- Be sure to specify colors properly in files. Colors meant to print CMYK should not be set to spot or RGB.
- Delete any unused colors from the color palette.
- Be aware of effects that can be caused by transparency and the flattener settings.

3. Adobe InDesign or QuarkXPress Application Files (not recommended)

We accept native page-layout application files created in Adobe InDesign for Macintosh (up to and including Adobe InDesign CC). We accept native pagelayout application files created in QuarkXPress for Macintosh (up to and including QuarkXPress 10).

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 account manager for instructions.

- If you must send page-layout application files, it is important that you supply all of the elements that went into creating the files: fonts, art files and high-resolution image files. Continuous-tone-type images should have a resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi), or 266 pi for publications to be produced with a 133 line screen (133 lpi). Single-bit images should have a minimum resolution of 600 ppi and an optimum resolution of 1200 ppi. Make sure that images are set to the proper color space (no RGB or LAB color or embedded color profiles).
- Custom effects should be applied to a graphic file prior to its import into a page-layout program. Apply any colorizing, rotation, or special effects in the appropriate photo-retouching or illustration program. Refrain from using third-party Plug-Ins or XTensions in your page layout application file.
- Avoid using font menu styling to create type effects. Avoid TrueType fonts.
- Be sure colors are specified properly in your files. If you have created custom colors or are using Pantone colors, be sure they're designated as Process Separation or Spot depending on the intent. Delete any unused colors from the palette. Make sure all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name.
- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.



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4. Page Geometry Requirements

PDF FILE DIMENSIONS

The originating page-layout application file must be set to the true-trim size of the publication. The overall (Media Box) size of the PDF file must be exactly trim-size-plus-one-inch with exactly one-half inch of space on each side of the trim to accommodate bleed and marks. This PDF file must include a valid TrimBox 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 completely outside of the bleed area.

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.

These specifications can be achieved by importing the preset supplied to you.

5. File Construction Considerations

Imported Image Files

- **CONTINUOUS-TONE-TYPE IMAGES:** Industry standard is for continuous-tone-type images to be saved to CMYK or Grayscale mode. Optimum resolution of continuous tone-type images is 2 times the line screen at which the publication will be produced. Minimum recommended resolution is 1.5 times the line screen at which the publication will be produced.
- **LINE-ART SCANS:** Line-art scans should be saved to Bitmap mode and should have an effective resolution no lower than 600 ppi. The optimum resolution for this type of image is 1200 ppi.
- **CUSTOM EFFECTS:** 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.
- To avoid font issues, 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. 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. If you've created any custom colors or are using Pantone colors, be sure they're designated as "Spot". Make sure that process colors are correctly designated as "CMYK" or "Process Separation". Make sure that colors are set to CMYK not RGB under color mode. Delete any unused colors from the palette.
- Be aware of effects that can be caused by transparency and flattener settings. We recommend that all transparency be flattened in the final page file that is submitted for processing.
- 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 files.
- Avoid font menu styling to create type effects. Avoid use of TrueType fonts.

Coloring Black Elements

- All text that are to be black must be only colored as 100% black or a screen of black. Do not use Registration or a Process build to define the black element.
- All barcodes must be black and colored as 100% black. Do not use Registration or a Process build to define the barcode.
- Rich Black elements should be built as C=30% M=30% Y=30% K=100%, Do not use for text.

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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.

6. Color Proof Requirement

- Supply a composite color proof calibrated to industry standard (SWOP or GRACoL).