

 **Digital Ad Specifications**

Platforms: PC or Macintosh

File Transfer: Please use our www.ads4advantage.com web portal to transfer your PDF files and get an automated preflight report and email confirmation that we received your ad! Also acceptable is email for files under 3 MB. For FTP transfer, contact the production manager of the magazine. Digital ad files on CD-ROM can be sent to production with a printout of the disk directory as well as a proof of the ad.

Supported Applications: **PDF VERSION 1.3 files certified for PRESS are preferred.** Please see our "PDF Specifications" for instructions on distilling your PostScript files. Print or screen optimized PDF files are unacceptable.
If using InDesign, DO NOT save to PDF directly from the InDesign menu. You must first create a PostScript file and then create the PDF with Acrobat. Otherwise composite fonts created by InDesign will not process properly! Alternatively, if you do not have Acrobat Distiller, we will accept the following native file formats--QuarkXpress 4, 5 or 6, Adobe InDesign, Adobe Photoshop and Adobe Illustrator along with the supporting fonts and images.

UNACCEPTABLE: film, copydot files, DCS and DCS2, MS Word files and MS Publisher are not accepted.

File Naming: Please be sure to have the appropriate 3 character file extensions on all file names.

Required Proofs: A contract color or laser proof should accompany your disk. Advanced Business Media is not liable for any errors or omissions on ads submitted without a proof.

File Compression: Ziplt or Stuffit is acceptable. LZW is unacceptable.

Raster File Resolution (Photos): 300 DPI at final size saved in TIF or EPS format; minimum resolution – 266 DPI.

Bitmap images for line art should have a resolution between 800 and 1200 DPI.

Images downloaded from or created for the Internet are unacceptable due to low resolution (72 DPI).

Color: Color images should be saved in CMYK format unless a matched spot color (PMS color) has been purchased. If a spot color is used, please note the PMS number on your laser proof. Make sure process color separations are not selected for spot/PMS color in the native files.

⇒ Please save black text as black only (not 4-color text).

Also, no element of your file should be above the total ink limit of 310% (i.e., do not use 100% cyan + 100% magenta + 100% yellow + 100% black, etc.).

Save black and white halftones as grayscale; save line art as bitmap.

Graphics: If supplying native application files, include all placed graphics on disk. Do not embed images in your file.

Ad Size: Crop marks for page size ads should be at trim size. Bleed to be 1/8"-1/4" beyond trim (as published on Rate Card or as posted on Web site). Fractional ads should be set up exactly to size as shown on Rate Card.

Fonts: Include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts only! Do not use Multiple Master fonts or composite fonts. We reserve the right to substitute Adobe Type 1 fonts for non-Adobe or Multiple Master fonts if necessary.

Contact: Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Charges: Preflighting charges may be incurred if we must make changes to your files due to errors in ad size, unacceptable fonts, RGB images or unacceptable file formats.