

Please Note!
Use the Distiller settings below to process your PostScript file into a PDF.
DO NOT export/save as your file directly from the native application into a PDF.
It will not be compliant (i.e., composite fonts)!
For use with Acrobat Distiller versions 4, 5, 6 & 7 with slight menu changes among versions.

PDF SPECIFICATIONS

PDF Is Our Preferred Format

PDF files are a convenient, efficient means to provide your ad electronically. When specific guidelines are met, there is very little preparation needed on our part to have your ad print exactly as you designed it to.

PDF Guidelines

The list below will help you to avoid common errors:

- ✓ Always embed all fonts – Preferred font format is Adobe Type 1
- ✓ Files must not contain composite fonts
- ✓ PDFs should not be trapped
- ✓ Colors should be CMYK only unless a spot color has been purchased
- ✓ ICC profiles should be removed

Please submit your PDFs at the correct ad size and resolution to preserve quality.

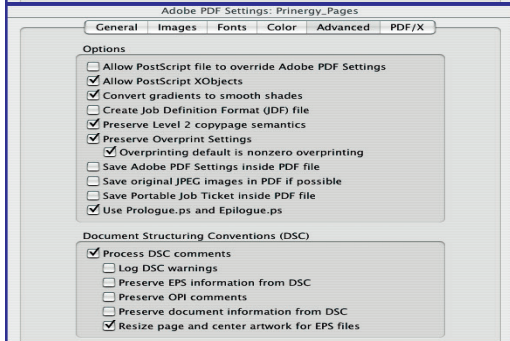
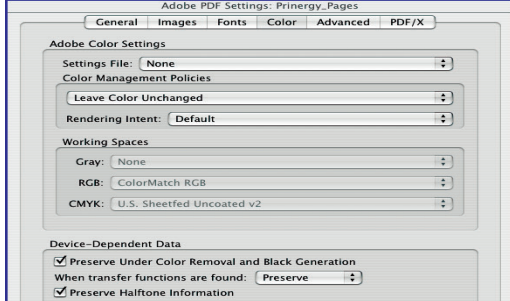
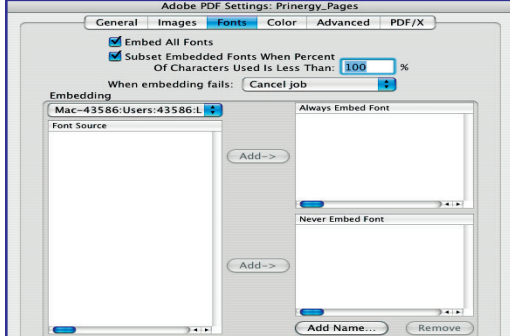
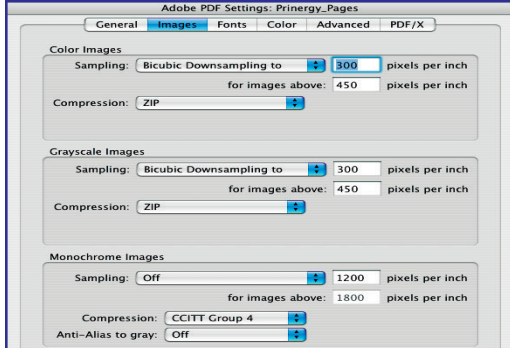
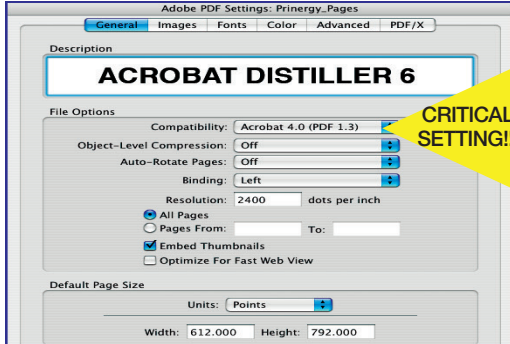
Also note that very often PDF files displayed on your monitor and your color laser output cannot accurately show the colors that will print off press.

Making Your PDF

To generate your PDF, you will first create a PostScript file. Next, you will distill that PostScript file with Acrobat Distiller.

The chart below shows the most commonly used native applications and which types of PostScript file you may easily save. You will then use that file to create your PDF using the Acrobat Distiller Job Options/PDF settings at right.

NATIVE APPLICATION	PRINT TO/SAVE AS POSTSCRIPT	COMMENTS
Adobe Illustrator	.eps	Both .eps and .ps files may be opened in Adobe Acrobat Distiller to create your PDF.
Adobe InDesign	PostScript print file (.ps)	
Adobe Photoshop	.eps	
Quark	PostScript print file (.ps)	



Any Questions? Please contact the Production Manager of the magazine for which you will be submitting an ad.

Digital Ad Specifications

Platforms: PC or Macintosh

Media Accepted: PDF file transfer via **www.ads4advantage.com** preferred. Digital ad files on CD-ROM disks also acceptable. Please include a printout of the disk directory as well as a proof of ad.

File Transfer: Please use our **www.ads4advantage.com** portal to transfer your PDF file and get mail confirmation along with a preflight report! Also acceptable is email for files under 3 MB. For FTP transfer information, contact the production manager of the magazine.

Supported Applications: PDF files certified for **PRESS** are preferred. Please see our "PDF Specifications" for a how-to 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: ZipIt 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.

⇒ Use **www.ads4advantage.com** for free, automatic preflighting as you transfer your PDF file directly to our production department!