

Acceptable Ad Formats

Adobe Acrobat PDF Files: (#1 RECOMMENDED FILE FORMAT)

We support files generated by Adobe Acrobat 4 and Acrobat 5 using the specific Distiller Job Options settings listed below.

- All items not mentioned should be turned off, set to default or to none. Use the Distiller PostScript Printer Description (PPD).
- Distiller Job Options Settings:
 - 1) **General** – Compatibility: Acrobat 3 • Optimize PDF • Resolution: 2400 dpi • Binding: Left
 - 2) **Compression** – uncheck all three Bicubic Downsampling (Resampling) boxes (Color, Grayscale, and Monochrome Bitmap Images) • Compression for Color and Grayscale Bitmap Images is JPEG, Quality: Maximum. Compression for Monochrome Bitmap Images is CCITT Group 4 • Compress Text and Line Art box should be checked
 - 3) **Fonts** – Check the Embed All Fonts box • Check the Subset All Embedded Fonts box and specify Below 100% • When Embedding Fails specify Cancel Job • for Embedding specify Base 14 Fonts • Always and Never Embed should remain empty
 - 4) **Color** – for Conversion, specify Leave Color Unchanged • for Options, Preserve ALL
 - 5) **Advanced** – for Options, select Allow PostScript file to Override Job Options • for Document Structuring Conventions (DSC) specify Process DSC Comments, Preserve EPS Information from DSC, and Preserve Document information from DSC

Adobe Illustrator & Macromedia FreeHand EPS Files: (#2 RECOMMENDED FILE FORMAT)

We support files generated by Illustrator and FreeHand using the specific settings listed below.

- Files may not contain Transparency options.
- Files should have an output resolution no lower than 800 dpi.
- All imported images must be embedded.
- Select all text and “Convert to Paths” in FreeHand or “Create Outlines” in Illustrator. The type is then converted to vector graphics, so screen and printer fonts are no longer needed for the processing of the file.
- Save the file as a CMYK EPS, and to the acceptable application version: Illustrator 9.0.2, and Freehand 9.0.

QuarkXPress & Adobe PageMaker application files: (NOT RECOMMENDED)

We support files generated from the desktop applications QuarkXPress and Adobe PageMaker.

- Remember that XPress and PageMaker files can be saved as EPS files, which can then be opened into Illustrator or FreeHand to convert type to vector graphics. The file can then be saved as an Illustrator or FreeHand EPS as described above.
- If you must send page layout application files, it's important to always supply all the elements that went into creating the files: Fonts – (both screen and printer font files, as Adobe Type 1 fonts are recommended), Art files – vector EPS and high resolution CMYK or grayscale or bitmap TIFF or EPS images. Images should have a resolution no lower than 300 DPI. Bitmap files should have a resolution no lower than 1200 DPI.
- Custom effects should be applied prior to importing a graphic into the page layout program. Apply any colorizing, rotation, or special effects in a photo retouching or illustration program before importing the art into the page layout. Refrain from using third party Xtensions (XPress) or Plug-Ins (PageMaker). DO NOT USE Font Menu Styling. Use the correct Adobe Type 1 font. NO TRUE TYPE FONTS.
- PageMaker is a program that can embed graphic files into the page layout files. DO NOT USE this Option. “Storing” graphics restricts us from making any needed corrections and produces a “bloated” and unwieldy page layout file. When supplying application files, send us all of the elements (fonts, scans and art).
- Editing colors properly will create a smooth workflow. If you have created any custom colors or are using Pantone colors, be sure to correctly specify your Colors for "Process Separations" or "Spot" and delete any unused colors.
- Supply a directory for all files copied to the transfer media, plus composite lasers for each page and color references for all line art, and color images placed into the files (A single-page, SWOP-Calibrated Proof is suggested).

Acceptable Ad Format Software: (Windows PC and Macintosh)

Adobe Acrobat / Distiller (PDF files) 4.x & 5.0 (Recommended)

Adobe Illustrator 9.0.2 (EPS)

Macromedia FreeHand 9 (EPS)

QuarkXPress 3.32 & 4.1x

Adobe PageMaker 6.52