

# Digital Advertisement Submission Requirements

## File Format

Recommended format is PDF created with high-resolution PostScript or prepress-quality export settings from the native application. Convert PostScript to PDF with Acrobat Distiller 4.0 or higher, set for compatibility to PDF version 1.3, 1.4, or 1.5. Other acceptable formats are EPS and TIFF.

The following source files are accepted and are expected to follow all requirements listed in this document:

- Adobe InDesign
- QuarkXPress
- Adobe Illustrator
- Adobe Photoshop

Additional costs may apply if problems are encountered.

NOTE: when using Adobe Illustrator, it is preferred to have all fonts converted to outlines/paths, and files submitted as EPS files.

## Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. Do not use Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.), and Microsoft Outlook fonts (Tahoma, Impact, etc.).

## Images

TIFF and EPS files should conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 600-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Image resolutions exceeding these minimum requirements are acceptable, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

## Page Layout

Regardless of the format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files should include trim marks with a minimum 1/8" setback.
- No content is to be within 1/4" of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the format types listed above. Images should also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum .25 pt. thickness at final size to reproduce effectively on press.

## Color Management / ICC Profiles

Supplied PDF files should not include ICC Profiles or contain any other form of color management. Any RGB images will be converted to CMYK [U.S. Web Coated (SWOP) v2] using color management. Though most color conversions will accurately preserve visual appearance, RGB colors that fall outside of the CMYK gamut may lose vibrancy or visually change.

## Color Space

Total Area Coverage (TAC) of all supplied CMYK images should not exceed 300% for the darkest area of an image.

## Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs, make certain spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

## Transparency Effects

Objects using transparency effects should be properly flattened within submitted files so that quality can be evaluated beforehand. Alternately, we can flatten your artwork using high-resolution settings.

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Industry-recognized trapping software is used to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening.

## Copydot Images

These are images obtained by the specialized scanning of film negatives at very high resolution. All copydot files should be supplied at 2400 dpi. These files must be tested for compatibility prior to submission for production. Type corrections cannot be completed on these type of files.

## Proofs

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ad proofs require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. For a list of current SWOP-approved proofs visit [www.swop.org/certification/certmfg.asp](http://www.swop.org/certification/certmfg.asp), click on Certified Systems & ADS. Desktop inkjet printer proofs do not meet SWOP specifications. Color matching cannot be guaranteed unless an acceptable proof is provided. If a contract color proof is not supplied we will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

## Media

- CD-ROM/ISO 9660 or DVD

## Additional Information

On all submissions, please include all available information:

- Contact name and phone number
- Publication name
- Volume and issue date
- Return address (for return materials)
- Directory listing of supplied media contents
- File type and format

## Conformance to Specs

Variances from the above specifications may not yield results that conform to DJS quality control standards.

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