

Advantage Business Media Digital Ad Specifications

- Platforms:** PC or Macintosh.
- Media Accepted:** PDF file transfer via Ads4Advantage .com preferred. Digital ad files on CD.
- File Transfer:** Please use our Ads4Advantage.com portal to transfer your PDF files and get email confirmation along with a preflight report. Email acceptable for files under 3 MB. Contact Production Department for FTP transfer information.
- Supported Applications:** PDF files certified for PRESS are preferred. 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, you can send us the InDesign application file along with all fonts and images. Also accepted are QuarkXpress, Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.
- Unacceptable:** Film, copydot, DCS and DCS2 files.
- File Naming:** Include appropriate 3-character extension on all file names.
- Required Proofs:** A laser proof should accompany your disk. Be sure to indicate the actual size of the ad material on the printout. Color proof is preferred. A laser printout of file names should accompany any files submitted on removable media. ONLY relevant files should be on the media. Advantage Business Media is not liable for any errors or omissions on ads submitted without a proof.
- File Compression:** ZipIt or Stuffit acceptable; JPEG or LZW 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. Save black and white halftones as grayscale. 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.
- Graphics:** If supplying 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 ads extend beyond trim by 1/4 inch. Fractional ads should be set up exactly to sizes published on Rate Card or as posted on Website.