

PLATFORMS: PC or Macintosh

MEDIA ACCEPTED: PDF file transfer via www.ads4advantage.sendmyad.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.sendmyad.com portal to transfer your PDF file and get email confirmation. An onscreen preflight report will prompt you as to whether the PDF is accepted or if revisions are needed. Also acceptable – email for files under 3 MB.

To transfer files via FTP:

ftp://ftp1.advantagemedia.com

Logon: adpost

Password: Advantage1 (case sensitive)

SUPPORTED APPLICATIONS: PDF files certified for PRESS are preferred. Print or screen optimized PDF files are unacceptable. We strongly recommend that you create a PostScript file and open it in Adobe Acrobat Distiller to process the file into a PDF. Please see our “PDF Specifications” for a how-to on creating the Postscript file and on saving a group of settings that you can use again. If you do not have Acrobat Distiller, we will accept the following native file formats – QuarkXpress through version 7, Adobe InDesign, Adobe Photoshop and Adobe Illustrator. The supporting fonts and images must accompany the native layout file.

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

FILE NAMING: Please be sure to have the appropriate 3-character file extension on all file names.

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

FILE COMPRESSION: Ziplt or Stuffit is acceptable. LZW or JPEG 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, note the PMS number on your laser proof; make sure process color separations are not selected for PMS color in the native files.

Please save black text as black only (not 4-color text) to avoid registration problems on press. 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.

AD SIZE: Crop marks for full 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 website). Fractional ads should be set up exactly to size shown on Rate Card.

GRAPHICS: If supplying native application files, include all placed graphics on disk. Images should be linked in the file. Do not embed images in your file. Do not copy and paste images into your file.

FONTS: If supplying native application files, include all fonts on disk (printer and screen fonts). Please use Adobe Type 1 fonts only! Do not use Multiple Master 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.sendmyad.com for free, automatic preflighting as you transfer your PDF file directly to our production department!