

# Electronic Submission of Ads

All files should be named for easy recognition.

## Recommended Formats:

**#1) PDF/X-1a:2001 (Adobe Acrobat, *Portable Document Format*)** Use "Press or Print-Ready" setting and set export of all images at 600 dpi. Embed all fonts.

**#2) EPS (Encapsulated PostScript Image)** All fonts used must be attached unless they have been embedded or converted to curves.

**#3) TIFF (Image File)** High quality (600 dpi) Large file (Use LZW Compression to make small enough to email.

**#4) JPEG (Image File)** High Quality, low compression (600 dpi)

**NOTE:** All files provided in electronic format that require color need to be in the CMYK color format for publishing! Although we can accept files in the native format for Microsoft Publisher, Microsoft PowerPoint, CorelDraw, Adobe Illustrator, Microsoft Word, PhotoShop, Quark Express, PageMaker and many more, your ad will look the best when submitted in one of the formats listed above. If you use fonts in any native format ad, the only way we can produce the ad correctly is if you also send us the font, or convert all fonts to curves before sending. You may email us the list of fonts you used and we will be able to advise you what fonts you may need to include. We can accept MAC files but work in an IBM PC environment.