

# DIGITAL AD REQUIREMENTS FOR IE CONNECTIONS

**PLATFORMS:** Macintosh or PC

**MEDIA ACCEPTED:**

Floppy, Zip, or CD-ROM. *Please label clearly contents, month for publication & company name.*

**SUPPORTED APPLICATIONS:**

Acrobat, Quark, InDesign, Pagemaker 6.5, Photoshop, Illustrator

**ACCEPTABLE FILE FORMAT:**

**1) PDF**

-Must be created with Adobe Acrobat Distiller part of the full Adobe Acrobat package (available for purchase).

*Any free plug-in PDF writer WILL NOT WORK.*

-Customized Distiller Job Settings (Arista.joboptions) available through IEC

-All images must be high resolution and CMYK (with black as 100% black) or Grayscale (for B&W) before creating PDF file.

PDF instructions for InDesign & Pagemaker users are also available from IEC.

**2) TIFF**

-CMYK (with black as 100% K) or Grayscale

-300 DPI

**\*Note for Photoshop:** files must be CMYK (with black as 100% K) before any manipulation with type or vector files. Do not change from RGB to CMYK at the end of working on a document, the type will not read as black and will not separate correctly for printing.

**FILE COMPRESSION:**

Zip It or Stuffit acceptable. JPEG or LZW not acceptable.

**FONTS:**

MUST be provided or embedded into PDF.

**SIZE:**

-All ads must be 100% of actual ad size.

-All type below 16 pts. must be 100% black only.

*This includes small type within logos.*

**RESOLUTION:**

300 DPI or greater

**B&W:**

-All files must be converted to Grayscale.

-Black must be 100% black, not a process build.

**COLOR:**

-All files must be saved in CMYK (NO Pantone Spot Colors). Convert all graphics in RGB, Index, and Lab to CMYK before creating PDF.

-Black must be 100% black, not process, even in a color ad.

-All Black Type should overprint.

-When building color, try to limit the number of colors in the build (CMYK) to two or three. The less plates, the better the registration.

-NO RGB OR JPEG FILES.

-DO NOT Embed ICC profiles within images.

-DO NOT nest EPS file into other EPS files.

**REQUIRED PROOFS:**

A color laser proof MUST accompany your disk. Separated lasers for color ads are REQUIRED for additional quality control. Proofs must be 100% in size. Provide registration and copy marks outside of live area. A laser printout of file names should accompany any files submitted on removable media. Only relevant files should be on the media.

**RASTER FILE RESOLUTION:**

300 DPI saved in TIFF or EPS format; minimum resolution 266 DPI. Bitmap images should have a resolution between 800-1200 DPI. Images downloaded from or created for the internet, or taken with a point-and-shoot digital camera, are unacceptable (due to low resolution-72 DPI). **If photos are not supplied correctly we can not guarantee the quality of their printing.**

**OUTPUT:**

Documents placed at 100% unless otherwise specified.

**CONTACT:**

Please include the name, phone number and address of the creator of the ad in case we need to contact them.

**NEWSPAPER PRINTING AS A MEDIA:**

-IEC will take large solids in ads but we DO NOT GUARANTEE against "blotchy printing" or "ghosting."

-IE Connections is printed on a web based press. Four plates are involved in the printing process. Sometimes ads might appear "fuzzy" or that letters are not lining up, this will be most true with small letters printed in color ink.

-Because of the type of paper we use in the printing process, the color ink in your ad will not appear as bright nor the exact same shade as your laser or ink jet proof.

**DID YOU REMEMBER TO CHECK:**

- Document and all supporting graphics are CMYK (with Black as 100% K) for color ads or Grayscale for Black & White ads.
- Artwork 100% at 300 dpi or greater.
- File saved as PDF or Tiff with graphics and fonts embedded.

**DID YOU INCLUDE IN YOUR PACKAGE:**

- Color Proof
- Separations
- Contact information
- Labeled disc

**NOTE:** Files that do not meet the above specifications will not be accepted.

**QUESTIONS:** Please contact Diane Chester at IEC, Phone 301-230-9606 ext. 16.