

Ad Facs 2007 Media Submission Requirements & Recommendations

1. **Text Material.** Text may be submitted as hard copy by mail, fax, or e-mail or on disk in an MS-Word or ASCII text format. Once material has been submitted and order has been entered, Ad Facs will send a confirming copy to the customer to verify the information. Corrections/cancellation must be made within 5 business days.
2. **Electronic Files.** For best results, it is expected that graphic or visual material will be delivered as a finished computer file as shown below. **ALL FILES MUST BE AT LEAST 300 DPI. No gif format graphics or other 72 dpi web ready images will be accepted.**
 - a. **Photographs.** Format should be jpg or tif. ALWAYS at least 300 dpi.
 - b. **Graphics.** Vector images should be Illustrator eps. Raster images as Photoshop tif or jpg. ALWAYS at least 300 dpi.
 - c. **Color.** 4-color ads and art must be CMYK. No RGB or spot color in a 4-color ad. Test separate the files before submitting for best results.
 - d. **Material to be scanned.** We cannot guarantee the results on material submitted as hard art that we must scan. Material to be scanned cannot exceed 8.5" by 14" original size. Transparencies and slides are not currently acceptable.
3. **Talent Photos.** For best results, photos should be crisp B&W. Photo should be labeled with name and address. If submitting electronically, format should be jpg or tif. ALWAYS at least 300 dpi.
4. **Voice-over Audio Files.** 60-second audio clips should be delivered on cassette tape, CD or as an MP3 file. MP3 is our final format. For best results, submit as an MP3 file.
5. **Second Color Option.** Spot color is used as a fifth color throughout the book for Category Name at the top of each page and as the break between sections. This color is red. Second Color Option uses red to highlight logos or display advertisements. If using Second Color Option, color MUST be named exactly (INCLUDING CAPITALIZATION AND SPACING): Second Color in the file submitted.
6. **Submission usings PDF.** Pdfs must be high-resolution print quality with all fonts embedded. The native files (Quark, Illustrator) from which the pdfs are made must comply with all the specs above (raster images 300 dpi, vector images as Illustrator, 4-color as CMYK, spot color (red) specified as Second Color).
7. **Labeling of Materials.** ALL MATERIAL MUST BE LABELED WITH NAME AND ADDRESS OF SUBSCRIBER.
8. **Display Ad Preparation Guidelines.**
 - a. All ads must be submitted on disk or by e-mail as a Quark Xpress, Illustrator, or Photoshop files. PDF, tif, & jpg files are acceptable with CMYK color and resolution at least at 300 dpi. Our Electronic Submission Form must accompany disk. (A \$40 fee is charged for files not submitted digitally.)
 - The following formats are not acceptable: Pagemaker, Indesign, Word, CorelDraw, or MultiAd Creator.
 - All fonts (including printer & screen fonts), images, and elements must be included on the disk. Type I fonts only, preferably Adobe. No True Type fonts accepted.
 - Any images you scan must be scanned at least 300 dpi. No gif format graphics or other 72 dpi web ready images will be accepted.
 - A laser proof must accompany the disk. All 4-color ads must be accompanied by separated hard copy.
 - **If you are paying for the second color in your ad, red is standard spot color in the Guide.**
 - There will be additional charges (at \$60/hr) for files that do not open properly or comply with this format.
 - b. We use heavy black coverage so thin type and fine screens/ gradations get lost or muddy. Any drop out type should be at least 9 pt. sans serif in medium or bold weight.
 - c. All ads must have a ruled border around them. We reserve the right to place a border around your ad if you don't.
 - d. Include area code, phone number and address in your ad.
 - e. If supplying your own color separations, use a 175-line screen and match print.
 - f. Bleed & text position. On full pages, bleed is 1/4" all around full 5.5" x 8.5" size. Even with full bleed, for maximum safety, page type elements should be not closer that 1/4" to trim.

Do not send original artwork.

We will not accept responsibility for lost or damaged materials.



Ad Facs
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Ad Facs 2007 - Electronic File Submission File

**Laser Proof for B&W or 2-Color ads and Match Print for Color Ads
MUST Accompany this Form**

All files must be submitted in QuarkXpress

(We will accept PageMaker, but there will be additional charges to convert)

If possible - please create your ad on the Macintosh platform.

If you use an EPS file in your ad be sure to include the screen & printer fonts used to create the EPS file.

Company Name _____

Contact Person _____ **Phone Number** _____

File Information *(exact name of your file)* _____

QuarkXpress ver. _____ **PageMaker ver.** _____ **Mac** _____ **PC** _____

If you use an EPS file in your ad be sure to also include the screen & printer fonts used to create the EPS element.

Font Information - only Type 1 (Postscript) fonts are acceptable. No TrueType fonts.

Please include on your disk, all the fonts used in your file - list all the names of the all fonts used in this file.

Scanned Images

Scan at 300 dpi or greater, and at the exact physical size you want your image to print within your ad.

List Imported Graphics *Please supply all files on your disk and list here name & type (EPS, TIFF):*

If you use an EPS file in your ad be sure to also include the screen & printer fonts used to create the EPS element.

Please List Any Other Application (and the version used) To Create Your Artwork & File.

Color - Please Check One

- _____ **B & W Ad** - Laser Proof must accompany disk
- _____ **2 Color Ad** - set your second color to the default magenta - Laser Proof must accompany disk
- _____ **4 Color Ad - CMYK ONLY - we DO NOT accept RGB or PMS - Match Print must accompany disk**

Size - Please Check One:

- 1/8 Pg _____ 1/4 Pg (vertical) _____ 1/4 Pg (horizontal) _____
 1/2 Pg (vertical) _____ 1/2 Pg (horizontal) _____ Full Page _____

Note: *Many TrueType fonts cause output errors. Please use Type 1 (Postscript) fonts only. There will be an additional charge for time spent repairing files that will not output correctly or for ads using TrueType fonts. Don't forget to include your screen & printer fonts, imported graphics and the fonts embedded in them to ensure that your ads will output correctly.*

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