PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

Ad production requirements — downloadable PDF

www.infotoday.com/advert/CTPAdSpecs.pdf

We accept the following formats:

- **Press-quality PDF files are preferred.**
  - Fonts must be embedded
  - Set black to overprint
  - Convert PMS to CMYK
  - Images must be in CMYK
  - 300 dpi images only
  - Flattened transparencies
  - Page dimensions and bleeds according to pub specs
- **We can also accept high-resolution Macintosh format Photoshop TIFF files.**
  - Flattened layers
  - CMYK color
  - 300 dpi
  - Page dimensions and bleeds according to pub specs

File submission instructions:

- **To upload files via the web:**
  - Using your web browser, log onto **http://files.infotoday.com**.
  - Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.

PLEASE NOTE:

- **Files submitted as RGB will be converted to CMYK.**
- **Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.**
- **All graphics must be at least 300 dpi resolution.**

For proper sizing of your ad, please refer to the Rate Card & Advertising Specs on page 6.

For production questions contact:

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