

# PRODUCTION REQUIREMENTS & SUBMISSION INSTRUCTIONS

## ➤ Ad production requirements – downloadable PDF

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://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:

Jackie Crawford • Ad Trafficking Coordinator  
[jcrawford@infotoday.com](mailto:jcrawford@infotoday.com)