



PRODUCTION REQUIREMENTS

➤ www.infotoday.com/advert/CTPAdSpecs.pdf

Please identify material by name of advertiser, publication, and issue date. **High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.**

➤ We accept the following formats:

› Press Quality or PDF X-1a 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
- › Bleeds and crops included

› We can also accept High Resolution Macintosh format Photoshop TIFF files.

- › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- › When renaming files, make sure to keep the proper file extension (i.e., .pdf, .tif)
- › For proper sizing of your ad, please refer to the publication's rate card.
- › Add 1/4" on all sides for bleed.

➤ 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.

› Submission on disc:

- › Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
- › Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

› Mail disc to:

**Ad Trafficking Coordinator
Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750
(800) 300-9868 • (609) 654-6266, ext. 130
Fax: (609) 654-4309
adsubmit@infotoday.com**

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hard copy. A fax proof for B/W ads is acceptable. Fax copies to Ad Trafficking Coordinator at (609) 654-4309.

Please identify material by name of advertiser and magazine issue.