

PRODUCTION REQUIREMENTS

❖ Ad Production Requirements

www.infoday.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:

› Hi-res press optimized PDF

- › fonts must be embedded
- › set black to overprint
- › convert PMS to CMYK
- › images must be in CMYK
- › 300 dpi images only

› Photoshop TIFF files for Macintosh (CMYK): 300 dpi, size and bleeds according to pub specs

› Trouble-free QuarkXPress 6.5 or earlier (Mac)

- › all art and PostScript fonts for Mac enclosed; do not use true type fonts
- › CMYK color specifications only
- › high-resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- › TIFF file format for raster images; EPS file format for vector images
- › flatten image files in their native applications before placing in Quark
- › convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

When renaming files, make sure to keep the proper file extension (i.e., .eps, .qxd, .pdf, etc.).

› To upload files via the web:

You may send us files via our website:

- › site: <http://files.infoday.com>
- › username: advert (case-sensitive)
- › password: advert1

› Submission on CD:

- › mark disc with title of ad, name of agency, publication/issue in which ad will be placed



www.kmworld.com

- ❖ Once the file is uploaded, or the disc has been mailed, please email to **adsubmit@infoday.com** the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad. Make sure to also overnight a high-quality hard-copy proof of your ad to:

**Michael Hardwick
 Information Today, Inc.
 143 Old Marlton Pike
 Medford, NJ 08055**

For proper sizing of your ad, please refer to the publication's rate card. Add 1/4" on all sides for bleed.