

Harwich 2009

Guide Specifications for Digital Advertising Files

We want your ad to be the best quality possible. Below you will find specifications required for the highest quality image for the guidebook. All electronic data should follow these requirements.

ACCEPTABLE MEDIA

Files may be submitted on CD, via email, or uploaded to Grouper Design's ftp site. Please email or call Grouper Design for ftp information.

PREFERRED FILE FORMAT

Adobe Acrobat PDF (high resolution - 300 dpi, include fonts, CMYK format)

ACCEPTED FILE FORMATS

QuarkXpress 5.0 or higher (include all fonts and images used)

Illustrator 9 or higher (with type converted to outlines and file saved as EPS)

Photoshop 6 or higher (saved as TIFF or EPS)

FONTS

Please include all screen and printer fonts used in your ad. Pseudo-type commands should not be used. Do not use the Bold **B** or Italic *I* in the control panel. Use the bold, italic, etc. version from the font family.

GRAPHICS

EPS or TIFF format required. (GIF files and JPEG files are usually low resolution graphics that will not print clearly.)

- A. Line art should be at least 1200 dpi
- B. Photos should be 300 dpi or higher.
- C. All color graphics should be saved as CMYK.
- D. Artwork should be placed in the ad at actual size (100%).

CONVERSIONS

PC files are acceptable if they follow the above standards. Fonts used must be True Type only.

PROOFS

Color inkjet required for color accuracy.

Laser printout required for black and white ads.

If you have any questions regarding these specifications, please call Grouper Design & Prepress at 508-385-0808.

Send ads and proofs to:

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Grouper Design & Prepress

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508-385-0808