



## DIGITAL GUIDELINES - GENERAL AD SPECS

File type (listed in order of preference)

PREFERRED	ACCEPTED
PDF/X-1a	Illustrator 8.0+ EPS
TIFF/IT-P1	Photoshop 6.0+ EPS

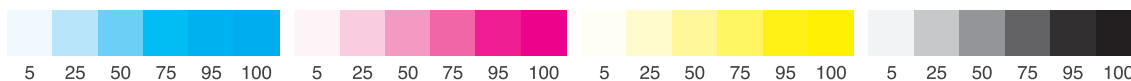
## GUIDELINES FOR PAGE LAYOUT DOCUMENTS

### MEDIA

- Files can be sent on CD, Zip disk, or by FTP. Your production contact at Ocean realm media can provide details.

### PROOFS

- A content proof **MUST** be submitted with every ad – No exceptions!
- All proofs should be at 100% and include **centered** registration marks.
- For color ads, a properly calibrated SWOP-standard proof with color bar should be included for color guidance on press.
- A list of SWOP-certified systems is available at: <http://swop.org/certification.html#cert>.
- A color bar is available for download in the [Downloads](#) section on this site.



### FONTS

- We can only accept PostScript Type 1 fonts. If TrueType fonts are used, they must be converted to outline in Illustrator or a similar program, or embedded within a PDF.
- Type must not have styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.
- All fonts must be embedded.

### DOCUMENT SETUP

- For full page ads, your document page size should match the trim size of your ad space.
- Please include trim marks with 12 point offset. Bleeds should extend 1/8" beyond trim..
- Two-page ads, even spreads, should be created as two individual pages, not one double-size page.
- Maximum one ad per document/PDF.

## IMAGES

### PHOTOGRAPHIC

- Should be saved in TIFF or EPS format, (**Not JPEG**) and when saving use Binary encoding (**not JPEG encoding**) and must not contain extra channels.
- The color space should be CMYK or Grayscale (**Not RGB**). Images in black & white ads must be Grayscale.
- The maximum ink coverage (C+M+Y+K) should be **no more** than 300%.
- The effective resolution of images should be between 250 and 400 dpi.

(Effective resolution is the resolution at which the image was scanned, divided by the scale at which it is used in your layout application. For example, an image scanned to an output resolution of 300 dpi and used at 75% would have an effective resolution of  $300 / 0.75 = 400$ .)

- Images should **not** contain embedded transfer functions or halftone screens.
- Do **not** use ICC profiles or any other color management. If ICC profiles are used, they will be honored during processing, possibly altering the ad colors.
- Silhouettes and clipping paths should be created in Photoshop, never in QuarkXPress or other page layout programs. When using clipping paths, leave the Flatness settings blank. Do **not** use embedded paths in Quark.

### LINEWORK IMAGES

- Should be saved as a bitmap TIFF.
- Should have an effective resolution between 1200 dpi to 2400 dpi.

### VECTOR (EPS FILES LOGOS, ETC. PLACED WITHIN A PAGE LAYOUT APPLICATION)

- Images must be embedded, **not** linked. Click [here](#) for instructions.
- Fonts must be converted to outlines (preferred) or embedded within the EPS. Click [here](#) for instructions.
- Do not place EPS files inside of EPS files.

### COLORS

- **No** RGB or Pantone color spaces. Please check your color palletes in Quark, Illustrator, InDesign, etc. to make sure there are no RGB or Pantone defined color spaces.
- Must be set to CMYK Model, with the Spot Color box **unchecked** (QuarkXPress) or Process Color selected(Pagemaker).
- Total ink coverage must not exceed 300%.
- Exception: if you paid for a fifth color in your ad and it must be from a Pantone library and set to Spot. If you have purchased a fifth color, you must provide a fifth color separation proof.