

When setting up the ads, please follow these guidelines:

- Use spot colors only. Two colors are used, named “Blue” and “Red” (optional low res full color PDFs can be used for the Web).
- Do not apply trapping to artwork
- Check the overprint settings of artwork. When using Illustrator (versions 10 and higher) enable overprint Preview to see whether colors overprint of knockout
- Flatten any transparency in graphics before sending. Avoid using live transparency whenever possible.
- Do not create artwork in Illustrator with 0 stroke applied.
- Do not use hairline rules. No rules should be thinner than 0.5 pt.
- When using Illustrator, convert text to outlines.
- All graphics and images need to be CMYK, Grayscale, Bitmap, Tiff or EPS file format.
- We do not accept Pict, Jpeg, RGB, or multi channel files.
- When creating PDF files ALL FONTS MUST BE EMBEDDED.
- When using Quark, do not export PDF files. Instead, write a Postscript file from Quark and then use Distiller to create the PDF.
- When creating the low-res PDF for the web, downsample Color and Grayscale Images to 75 pixels per inch and Monochrome Images to 300 pixels per inch. (See the Images tab on the PDF Settings screen shots).
- Use the following Distiller settings when creating PDF's for print:

Adobe PDF Settings: Globus Settings

General Images Fonts Color Advanced Standards

Description

Use these settings to create Adobe PDF documents best suited for high-quality prepress printing. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

File Options

Compatibility: Acrobat 4.0 (PDF 1.3)

Object-Level Compression: Off

Auto-Rotate Pages: Off

Binding: Left

Resolution: 2400 dots per inch

All Pages

Pages From: To:

Embed Thumbnails

Optimize For Fast Web View

Default Page Size

Units: Inches

Width: 8.5000 Height: 11.0000

Save As...

Help

Cancel

OK

Adobe PDF Settings: Globus Settings

General Images Fonts Color Advanced Standards

Color Images

Sampling: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: ZIP

Grayscale Images

Sampling: Bicubic Downsampling to 300 pixels per inch
for images above: 450 pixels per inch

Compression: ZIP

Monochrome Images

Sampling: Bicubic Downsampling to 1200 pixels per inch
for images above: 1800 pixels per inch

Compression: CCITT Group 4

Anti-Alias to gray: Off

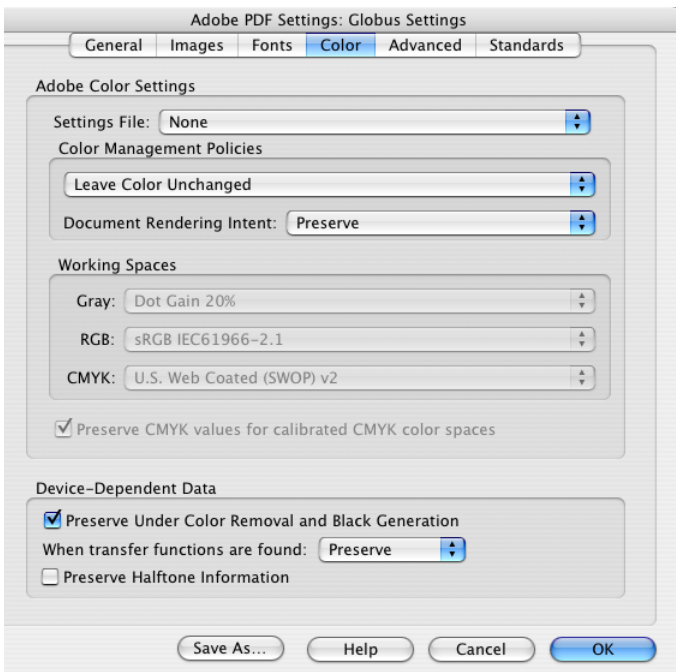
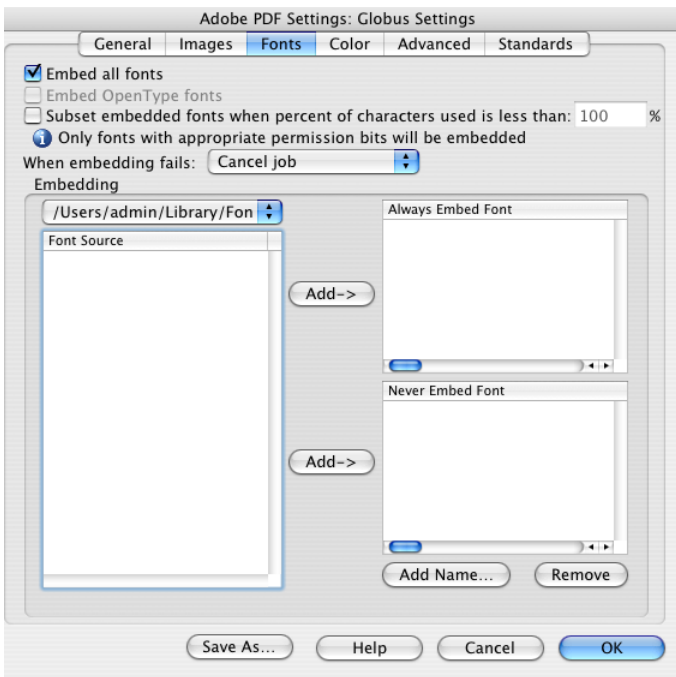
Policy

Save As...

Help

Cancel

OK



Adobe PDF Settings: Globus Settings

General Images Fonts Color **Advanced** Standards

Options

- Allow PostScript file to override Adobe PDF Settings
- Allow PostScript XObjects
- Convert gradients to smooth shades
- Convert smooth lines to curves
- Preserve Level 2 coveypage semantics
- Preserve Overprint Settings
 - Overprinting default is nonzero overprinting
- Save Adobe PDF Settings inside PDF file
- Save original JPEG images in PDF if possible
- Save Portable Job Ticket inside PDF file
- Use Prologue.ps and Epilogue.ps
- Create Job Definition Format (JDF) file

Document Structuring Conventions (DSC)

- Process DSC comments
 - Log DSC warnings
 - Preserve EPS information from DSC
 - Preserve OPI comments
 - Preserve document information from DSC
 - Resize page and center artwork for EPS files

Save As...

Help

Cancel

OK

Adobe PDF Settings: Globus Settings

General Images Fonts Color **Advanced** **Standards**

Standard Reporting and Compliance

Compliance Standard: ⌵

When not compliant: ⌵

If Neither TrimBox nor ArtBox are Specified

- Report as error
 - Set TrimBox to MediaBox with offsets (Inches):
- Left: Right: Top: Bottom:

If BleedBox is Not Specified

- Set BleedBox To MediaBox
 - Set BleedBox To TrimBox with offsets (Inches):
- Left: Right: Top: Bottom:

Default Values if Not Specified in the Document

Output Intent Profile Name: ⌵ ?

Output Condition Identifier: ?

Output Condition: ?

Registry Name(URL): ?

Trapped: ⌵ ?

Save As...

Help

Cancel

OK