

## **FILE SPECIFICATIONS**

### **Digital Ad Material**

All ads must be supplied in a digital format that meets the outlined specifications for output, and must include all supporting image files and fonts.

### **File Formats**

Files must be supplied for Macintosh in the following file formats:

QuarkXPress 6.5 or lower

Illustrator CS1 or lower

Photoshop EPS/TIF

Adobe PDF

Only files in the above formats will be accepted. Files submitted in formats that are not as outlined are subject to a file conversion fee. Fee to be determined on an individual basis, at time of submission of file.

### **PDF Files**

All fonts must be embedded, PDFs distilled at 300 dpi.

### **Fonts**

All fonts must be embedded within the job, converted to outlines or, if supplied, must be Postscript Type 1 fonts. All other fonts may result in your font being substituted by a Type 1 font.

### **Digital Halftones**

The resolution for grayscale and colour halftones supplied should not be less than 300 dpi.

### **Creative Services**

Design services can be provided for your ad. An estimate will be prepared for approval prior to commencement of work.

### **FTP Access**

FTP: [ftp.redheadmedia.ca](ftp://ftp.redheadmedia.ca)

ID: anonymous.redheadmedia.ca

PW: upload