

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.

Files must be supplied in the following formats (*in order of preference*):

Illustrator CS5 – CS3

Indesign CS5 – CS3

Adobe PDF/X-1a:2001(with fonts and images embedded)

Photoshop EPS/TIF 300 dpi at full size (least preferred format)

Only files in the above formats will be accepted. Files submitted in any other format will be subject to a conversion fee to be determined on an individual basis, at time of submission of file.

PDF Files

Fonts must be embedded, PDFs distilled at 300 dpi.

Fonts

Fonts must be supplied with your ad file – missing fonts will be substituted with the closest match and additional charges may be incurred.

Choosing to convert your fonts to outlines will eliminate the need to supply fonts with your ad file. However, if an ad with text as outlines requires changes there will be additional charges for typesetting.

Digital Halftones

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

Full Page Divider Ads

Must be supplied at 8.5 x 11” with .125” bleed on all 4 sides (where applicable).

Creative Services

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

EMAIL

Please compress your files and identify in the email subject line:

“CBADirectory_AdvertiserName”

toni@sanseroft.com