



# ADVERTISING SPECIFICATIONS: GUIDELINES FOR PREPARATION AND SUBMISSION

*guidelines provided by The Sheridan Press*

## FORMAT

Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). If possible, submitted files should conform to ISO 15930-1: 2001 PDF/X-1a file format standard.

Non-standard, application, or native file formats are not acceptable.

## LAYOUT

- Page size: must conform to specified publication trim size
- Page bleed: must extend minimum 1/8" beyond trim for page head, foot, front
- Safety margin: type and other non-bleed content must clear trim by minimum 1/2"
- Page marks: pages should only contain crop marks. Color bars or other marks are not needed.

## VARIABLES

- Versioning: unique PDF documents are required for each issue version; common elements must remain fixed for each version

## FONTS

- Font type: Type 1 fonts are recommended; avoid Type 3, Multiple Master, and composite/CID fonts; avoid Mac city fonts (Chicago, Geneva, etc.) and MS Outlook fonts (Tahoma, Impact, etc.)
- Character styles: when possible, avoid menu-stylized fonts
- Embedding: all fonts should be fully embedded. Subsetting is not recommended.

## TEXT/LINES

- Character size: recommended minimum for reverse or multi-color type is 6 points
- Line/rule width:
  - minimum width for single-color line/rule is 0.25 point (0.0035")
  - minimum width for overprinting or multi-color rule is 0.33 point (0.004")
  - minimum width for reverse line/rule is 0.5 point (0.007")



## IMAGES

- Resolution: raster image resolution should conform to the following recommended specifications:
  - 266ppi for tones (either grayscale or color)
  - 500ppi-900ppi for combination tones (either grayscale or color)
  - 900ppi-1200ppi for monochrome (1-bit) images
- Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards. JPEG 2000, JBIG, and JBIG2 compression are not acceptable.
- Embedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable

## COLORS

- Color space: must conform to print specifications for the title—grayscale or CMYK space for process color printing, or appropriate spot color(s) for PANTONE color printing; RGB or LAB color spaces are unacceptable
- Spot colors:
  - must be defined as PANTONE color, not randomly named (e.g., name as PANTONE 186 C, not as “spot red”)
  - must be defined unambiguously (same CMYK process color equivalent for PANTONE colors with same name)
  - spot color gradients/blends must have been created spot-to-spot (e.g., 5% PANTONE color to 100% PANTONE color)
- Color management: files must be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include references to ICC profiles
- Total Area Coverage (TAC) for black or dark elements or for black areas within color images should not exceed 300%; exception:TAC should not exceed 325% for small non-critical areas that carry no significant detail
- Minimum tone: reproduction is not guaranteed for tone values less than 5%
- Trapping:
  - white/reverse text and objects must be specified as knock-out
  - black text and lines must be specified to overprint
  - supplied files should not be trapped—trapping will be accomplished by Sheridan
  - trap flag should be set to “True” to conform to PDF/X-1a standards