

VANCE PUBLISHING CORPORATION

DISPLAY ADVERTISEMENT SPECIFICATIONS

FOR ALL PUBLICATIONS

AD SIZE: Get ad sizes from our current Media kit and create a new document to the size needed. Some sizes include bleed, check sizes carefully. Keep all type and non-bleed images 1/2" inside layout dimensions for BLEED ADS only. **DO NOT ADD BLEED TO A NON-BLEED AD.**

COLORS: **All colors must be CMYK only.** Make sure you are working in CMYK mode to avoid unexpected color shifts. Delete RGB colors and use CMYK only before you begin your layout. **Convert Spot colors to CMYK.** **Total Ink Coverage should not exceed 300%** (add together all the ink values in the darkest area of the ad, on any image, logo, text or tints, totals over 300% may not print correctly). Black type should be 100% K only and should overprint.

IMAGES: **All images should be Grayscale or CMYK only, at 300dpi as used, line art should be 1200 dpi as used** - remember that resolution goes down if image is scaled over 100%. Embedded ICC profiles, transfer or halftone screens functions will be discarded so make sure images are saved with the intended functions applied.

LOGOS & LINE ART: Delete any unused colors and convert the rest to CMYK. **Illustrator Raster Effects Settings should be set to 300dpi.** Make sure 100% Black overprints, White knocks out (no overprint). Flatten all layers, convert all type to OUTLINES to avoid any font problems. Embed any images used. Make sure Transparency Preset is High Resolution and Postscript level is 3.

DO NOT EXPORT A PDF FILE FROM THE APPLICATION. SAVE THE FILE AS POSTSCRIPT: Make sure "OPI" is turned OFF in your application. Print dialogues should allow the finished ad to be saved as a postscript file. **DO NOT INCLUDE ANY PRINTER MARKS OR ANYTHING OUTSIDE THE AD BLEED DIMENSIONS** (No slugs, tags, color scales, corner marks, registration marks or ad info), **BUT MAKE SURE THE BLEED AREA IS NOT CUT OFF.**

DISTILL THE POSTSCRIPT FILE: Acrobat Distiller should use the "PDF/X-1a:2001" setting. This setting is supplied with Distiller and should be a choice in Adobe PDF Settings drop-down menu.

ALL ADS MUST BE SUBMITTED AS PDF'S (USING THE ABOVE SETTINGS) THROUGH OUR WEB SITE at www.vancepublishing.com. Click on "Ad Center Home" and follow the instructions to upload a pdf. You will need an account number and password available through your sales contacts.

COLOR PROOFS: **One SWOP Certified color proof of each ad is required,** made from supplied PDF and printed at actual size if possible or reduced to fit on 11 x 17 paper. SWOP Certified proofing systems are listed at www.swop.org.

Vance Publishing accepts no liability for advertisement reproduction errors for files received that do not comply with our specifications and/or are not supplied with a corresponding SWOP Certified proof that has been approved by the client.

Advertiser will be charged for any work required to update the provided files to meet our specifications. Any corrections will be billed back to advertiser at the publisher's cost.