

Production Specifications/Copy Requirements

- Pages created on MAC platforms and PC conversions; files on ZIP, 100MB or CD-ROM.
- Acceptable formats include: High-resolution PDF, Quark Xpress, Illustrator and Photoshop files. We CANNOT accept Freehand, PageMaker, Corel Draw or film: all files must be digital.
- Please include all high resolution images: including photos, maps, logos and backgrounds. Images should be a minimum 300 DPI (dots per inch).
- EMBED ALL FONTS.
- It is recommended that you provide composite proofs of the ad exactly as it should appear in the magazine along with all disks.
- Color ads should be set to CMYK.
- For dimensions/ad sizes please reference our current Rate Card.
- Photos or rendering scans should be in grayscale for black & white or CMYK for color and saved in TIF or EPS format.
- WHEN EMAILING FILES, PLEASE CALL TO VERIFY THAT THE EMAIL WAS RECEIVED. We are not responsible for emails sent to our department and never received. If we do not confirm that we have received an ad copy, we cannot guarantee that that particular ad copy will run in our publication.