Ad Production Requirements

Please identify material by name of advertiser, publication, and issue date. ***High-quality hard-copy proof for color and/or black-and-white ads must be submitted for all ad formats.***

We accept the following formats:

• Hi-res press optimized PDF
- • fonts must be embedded
- • set black to overprint
- • convert PMS to CMYK
- • images must be in CMYK
- • 300 dpi images only

• Photoshop TIFF files for Macintosh (CMYK): 300 dpi, size and bleeds according to pub specs

• Trouble free Mac QuarkXPress 6.5 or earlier
- • all art and postscript fonts for Mac enclosed; do not use true type fonts
- • CMYK color specifications only
- • high resolution 300 dpi images at 100% size, no local rotation or flipping in Quark
- • TIFF file format for raster images; EPS file format for vector images
- • flatten image files in their native applications before placing in Quark
- • convert EPS fonts to paths/outlines (save with "include document fonts" option) or provide all font files used by the EPS

When re-naming files, make sure to keep the proper file extension (i.e., .eps., .qxd, .pdf, etc.)

• Upload Information
You may also send us files via our website:
- • http://files.infotoday.com
- • account: advert (case sensitive)
- • password: advert1 (case sensitive)

• Submission on CD
- • mark disk with title of ad, name of agency, publication/issue in which ad will be placed

Once the file is uploaded or disk has been mailed, please e-mail to ***adsubmit@infotoday.com*** the name of the document you uploaded, name of the advertiser, and the issue/publication in which you are placing your ad. Make sure to also overnight a high-quality hard copy proof of your ad to:

Michael Hardwick, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055

> For proper sizing of your ad please refer to the publication's rate card. Add 1/4" on all sides for bleed.

143 Old Marlton Pike • Medford, NJ 08055-8750 • 609-654-6266 • FAX 609-654-4309 • Graphics Department hdengler@infotoday.com

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