

# Final Program Ad Submissions

## Digital copy for advertisements

Guidelines for producing and transferring digital copy for advertisements



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To avoid errors during the handling of your files, please note the following points in producing your files. Please pass this datasheet on to your advertising agency or department responsible for producing your advertising copy.

When delivering any data, please include the following information:

### Contact person in case of queries

- Name
- Phone number
- E-Mail

### Details of advertisement

- Advertiser
- Journal
- Format

### File information

- Mac Only
- File name
- Program used and version number

### 4 Color Cover Advertisements

- **CMYK/four color process ads**
- Fonts used in the file
- List of figures embedded in the file
- Ensure that all the colors in the document and in all the figures are separated into CMYK. In the case of special colors, these need to be converted to CMYK.

### Full Page (Bleeds)

- Size: A4 – 8.27" wide x 11.69" high

### Half Page Horizontal (Non-Bleed)

- Size: A4 – 7.77" wide x 5.345" high

### Quarter Page Vertical (Non-Bleed)

- Size: A4 – 3.635" wide x 5.345" high

### File

- Live Area: Keep all text and figures .25" away from trim
- **Preferred file formats: Adobe PDF**  
or native files: CC or lower (InDesign, Illustrator, Photoshop)
- The file must correspond to the final layout (100%).
- The format of the advertisement must correspond to that given on the order sheet.
- Trapping in TIFF and EPS files is to be set when producing the file.
- Graphical elements need to be at least 0.5 pt thick, and screened areas should have a tone value of at least 8 %.

### Fonts

- Please use only Type 1 fonts (no True Type fonts), as these are the only ones that guarantee error-free exposure.
- Be sure to transfer all the fonts used in the document (printer and screen fonts). Alternatively, you can create the outline of the fonts or use font-including.

### Figures

- Please supply all figures as uncompressed TIFF or EPS files, since these are the only ones that guarantee error-free exposure. Other formats (e.g. JPEG) or file compression can lead to loss of image quality.
- Ensure that all the figures used in the document are sent as high-resolution (fine) files.
- Do not set the print resolution in the figures.