

File Format and Submission Instructions

File Formats:

Press Quality PDF files are preferred.

Fonts must be embedded
Set black to overprint
Convert PMS to CMYK
Images must be in CMYK
300 dpi images only
Flattened transparencies
Bleeds and crops included

We can also accept Macintosh format Photoshop TIFF and/or Illustrator EPS files (CS4 or earlier only).

- *Photoshop TIFF files for Macintosh*—Flattened layers, CMYK color, 300 dpi, page dimensions and bleeds according to pub specs
- *Illustrator EPS files (CS4 or earlier only) for Macintosh*—CMYK color, 300 dpi images, fonts converted to outlines, page dimensions and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

When renaming files, make sure to keep the proper file extension (i.e., .eps, .pdf, .tif, etc.)

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

File Submission Instructions:

To upload files via the web:

Using your web browser log on to: <http://files.infotoday.com>
Username: advert (case sensitive)
Password: advert1 (case sensitive)

Please indicate advertiser, publication, and issue in which ad will be placed in the description field.

Submission on Disc:

Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.
Mark disc with title of ad, name of agency, publication/issue in which ad will be placed

Email:

Ads sent via email must not exceed 10MB gross file size.
Email files to: adsubmit@infotoday.com.

Once the file is uploaded, or the disc has been mailed, please email to adsubmit@infotoday.com the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

A proof of the ad accurately representing how the ad should appear when printed **MUST** be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hard copy. A clear fax proof for B/W ads is acceptable. Fax copies to Ad Traffic Coordinator at 609/654-4309.

Send ad materials, correspondence, and proofs to:

Michael Hardwick
Information Today, Inc.
143 Old Marlton Pike, Medford, NJ 08055-8750
800/300-9868; 609/654-6266, ext. 130
Fax 609/654-4309
mhardwick@infotoday.com

Please identify material by name of advertiser and magazine issue.