

## 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 disc with title of ad, name of agency, publication/issue in which ad will be placed

Once the file is uploaded or disc 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.