

PRODUCTION REQUIREMENTS AND SUBMISSION INSTRUCTIONS

➤ Ad production requirements — **DOWNLOADABLE PDF.**

www.infotoday.com/advert/CTPAdSpecs.pdf

➤ We accept the following 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
- › Page dimensions and bleeds according to pub specs

We can also accept high-resolution Macintosh format Photoshop TIFF files.

- › Flattened layers
- › CMYK color
- › 300 dpi
- › Page dimensions and bleeds according to pub specs

➤ **FILE SUBMISSION INSTRUCTIONS:**

To upload files via the web:

- › Using your web browser, log onto **<http://files.infotoday.com>**
- › Please indicate advertiser, publication, and issue in which ad will be placed in appropriate fields.

Once the file is uploaded, you will receive a confirmation email.
If there are any problems with your file, you will be contacted.

PLEASE NOTE:

Files submitted as RGB will
be converted to CMYK.

Ads containing SPOT colors
will be converted to CMYK
unless prior arrangements
have been made.

All graphics must be at least
300 dpi resolution.

For proper sizing of your ad, please
refer to the publication's rate card (on page 4).

For production questions contact:

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