

ADVERTISING DIGITAL CHECKLIST

Advertisers must follow these instructions carefully and check off ALL the requested information. Acceptable Formats

Electronic ads can be delivered only in the format below:

► A PDF file created with “Press Quality or PDF/x-1a settings in Acrobat 6 or later with all fonts and images embedded. Using PDF/X-1a will insure that your pdf file will print correctly (the program won’t make a pdf file if it doesn’t have the required specifications in these modes.)

Unacceptable Formats

Native QuarkXPress, InDesign, PageMaker, Corel Draw, Microsoft Publisher, EPS Files or Multi-Ad Creator files are not accepted.

Color Proof

Every ad requires a color proof to be received by ULI no later than the 15th of the month preceding publication. The proof should be sized at 100% and look exactly as the advertiser expects. A “SWOP certified proof” is necessary if colors are to be matched properly. If the ad is black/white, a black and white composite laser is acceptable. When no proof is provided, ULI will not be responsible for any possible defect in the reproduction of ad materials that are printed.

Note: Some elements of an ad may appear to print correctly on a color ink-jet printer or color laser printer but will print incorrectly on press. To assure that an ad prints correctly in the magazine, first check the file on-screen in Acrobat Professional with “Overprint Preview” in the “Advanced” menu enabled, then choose in the Print Preview menu below that to check the color separated plates on-screen.

For further confirmation, print a color-separated file (select the “Advanced” button in Acrobat’s print dialog and select “separations” in the “color” pull down in the resulting box) to a laser printer and check results for overprinting, image knock-out and positioning.

Preparing Ads

Original Formatting

Ads can be originated in any program that will support the creation of Adobe Portable Document Format Files (PDF files).

Image Preparation

Any bitmapped images used in an ad must be in the proper colorspace and format and be the proper resolution. COLORSPACE is a term that describes how the color information of an image is saved in a file. FORMAT is a term that describes how a file is saved as a document.

RESOLUTION describes the amount of scanned detail in an image.

COLORSPACE since color printing uses cyan, magenta, yellow and black inks to produce color pages, images MUST be saved in CMYK colorspace.

RGB images are not acceptable. Scanners, digital cameras, stock photo disks and most web images are saved in the RGB colorspace, which is the native colorspace for electronic presentation (monitors use red, green and blue combinations to form color images). Any image editing programs (such as Adobe Photoshop) should be able to convert images from native RGB images to CMYK format.

COLOR MANAGEMENT During the color conversion process you will be asked to embed a color profile. The recommended choice is: “U.S. Web Coated (SWOP) v2,” although you can also choose to uncheck the option. It is also acceptable to save images in grayscale if they have no color information. Bitmapped images are also acceptable, but their resolution should be at least 600dpi.

RESOLUTION Many people are confused by the concept of resolution and fail to understand what is acceptable. The resolution of an image is described in dots-per-inch (dpi)-which shouldn't be confused with the term "lines-per-inch" that describes a printed halftone screen. The resolution of an image is established by choices made when an image is scanned into digital format or photographed with a digital camera. That's when the proper resolution needs to be set. The proper resolution of an image that will be printed in a magazine is at least 240dpi at the size it is to be used.

Since resolution and size are interrelated it is important not only to scan images at the proper resolution, but also to set the size of the scanned image to match closely the final size used in the ad. This insures that there is not TOO MUCH resolution (which bogs down the process) or TOO LITTLE resolution (which makes images appear "bitmapped"). If an image is enlarged within an image editing program after the scan, the information is not enhanced; extra information is interpolated (faked) by the program to add extra size. And enlarging a picture in a page-layout program adds no extra information, but simply uses what is in the scan over a larger area, effectively reducing resolution. An image scanned to be 300 dpi and 4 inches wide will have a resolution of only 150 dpi if it is enlarged to 200%

Scanned and digitally photographed images are saved in the RGB colorspace, and they must be converted to CMYK-the colorspace used in printing-before being placed in a page layout. Once the correctly sized and scanned images are converted to the proper colorspace, and saved in the correct format, they are ready to be placed in your ad.

Document Production

Any page layout program that can be used to produce a PDF file is acceptable, although Adobe InDesign or QuarkXPress are the industry standard choices.

FONTS Care should be taken when working with fonts to avoid *local formatting*. Instead of choosing to "bold" or "italic" a font, select the actual font variation (such as "Times Bold") or the fonts may appear artificially slanted or bolded instead of using the actual version of the font. Checking the font usage will reveal if you are using local formatting and allow for font substitution to correct the problem. Once the ad is created and approved, there are additional settings made within the page layout program necessary for your ad to print correctly.

BLEED If your ad is a full page bleed there needs to be extra image that prints beyond the trim of the page. Assuming your ad is created at the trim size of the publication, bleeds should be set to extend 1/4 inch (18 pts) around the ad. Without a proper bleed the ad cannot be printed correctly.

PRINTER MARKS Page layout programs can create useful guides for printing. Please include the following:

CROP MARKS for all ads (even partial-page ads) should be offset 24 pts and be .5 point or thinner. Although not necessary, please choose to include color bars, registration marks and a job slug with the document.

DOCUMENT PREPARATION

After the ad is approved, instead of sending the document and its attached images and fonts to be output in film (the old workflow) you are ready to create a digital document that contains ALL of the image and font information that cannot be easily altered, but can be easily placed into the digital workflow. Make a press quality PDF file in Adobe Acrobat Professional-the preferred method.

Making a "Press Quality X-1A" PDF File

Creating "Press Quality" PDF files requires the use of Adobe Acrobat Professional 5.01 or later. ULI prefers PDF files created in Adobe Acrobat 6 or later (the current version is Adobe Acrobat Professional 7.03). This suite of programs creates and manipulates PDF files. The portion of the suite that creates PDF files is called Adobe Distiller. There are several options for creating files based on their intended end use, either on-screen, printing on a laser printer or printed on a printing press. That's why it's crucial that digital ads **MUST** be created using the "Press Quality" or PDF/X-1A" settings. (In Acrobat 5, the "Press Quality" is called "Press").

PDFs can also be created directly from QuarkXPress, InDesign, or using the printer driver in Mac OSX but these files are larger, and not as reliable as ones made using Adobe Acrobat Professional.

PDFs must be prepared properly for placement in the publication. The correct preparation of the PDF should include a large enough size to completely contain the bleed, crop marks and other printer information. PDF printer drivers usually automatically set these dimensions correctly, but verifying the final PDF is always a good idea.

DELIVERY

► **THE “DIGITAL DELIVERY CHECKLIST”** form below should be completed and accompany the insertion order.

► **EMAIL** The ad files should be e-mailed to ads@uli.org and a color or black/white proof sent via FedEx or mail to arrive in a timely manner.

► **SEND FILES ON CD-ROM ONLY** when the file is too large to e-mail to ads@uli.org. Color or black/white proofs should be sent with the cd.

ELECTRONIC REPRODUCTION

There are no guarantees that the color fidelity or image reproduction of the proof will be maintained, but every attempt will be made to extract the best reproduction quality from the sent files.

Digital Delivery Checklist

(Please send this form with files)

AD NAME

SIZE

INSERT ISSUE

CONTACT

PHONE

E-MAIL ADDRESS

I am enclosing:

E-mailing the advertisement file to ads@uli.org and sending the color proof that matches the file name

A color proof printed from the PDF file (NOT the original program document) enclosed with the document.

Waiver

No color proof. I understand that without the color proof ULI will attempt to create the best color possible during printing, but cannot guarantee a perfect match to original files and ULI will not be responsible for any defects in the ad once it is printed.

A printout describing the contents of the disk (applies to CD-ROM files for files too large to e-mail).

Press Quality PDF file PDF/X-1A PDF file

created in Adobe Illustrator with embedded images and fonts or outlines only

created in QuarkXPress or InDesign with images and fonts embedded.

These parameters must be used for your documents, or they will not print correctly, and/or will be returned for correction:

All color images embedded are used at 100% or less and are scanned at 240dpi or higher. Any line art images are at 100% or less and scanned at 600dpi.

All ads have crop marks and full page ads have at least 1/4 inch bleeds around them.

NOTE:

Files that do not meet ALL of the above criteria will be returned for correction. Files that need correction should be delivered to ads@uli.org within a two day time period.

