

Digital Advertisement Submission Requirements

Instructions:

Build pages to trim size of publication. Extend bleeds 1/8" beyond trim. Convert all RGB color to CMYK. Submit all elements at 100%. **DO NOT** nest EPS files into other EPS files. Include all fonts used in any graphics. **DO NOT** stylize fonts, No TrueType fonts accepted. **DO NOT USE** Mac system fonts (Chicago, Geneva, etc.) or Microsoft Outlook fonts (Tahoma, Impact, etc.). Four-color solids should not exceed SWOP density of 280%, maximum of 300%. If submitting postscript files embed all fonts. If submitting application files include all elements of the file (fonts, images/scans, logos/artwork). When using Freehand or Illustrator, convert all fonts to outlines or paths. If trapping is applied, we recommend at least default of .25pt. Identify spot/custom colors as 'SPOT' or 'PROCESS' depending on desired result. Line art should be 1pt or heavier. Images and logos from Web sites are NOT usable for print ads

IMPORTANT NOTE—HARD COPY PROOFS

Final approved hard copy (proofs) needs to accompany all submitted digital files. Whether submitting negs, digital files or electronically sending (ftp or email) you MUST send a color proof for color ads and a black and white proof or hard copy (fax is ok for b/w) for b/w ads. We need to be able to see what the ads are supposed to look like, and AdNet and the publisher will not take responsibility for ads that do not turn out correctly if proofs were not supplied. **Please note:** for best quality color ads, iris proofs (digital color proofs) must be supplied. A color laser print out will not correctly duplicate press colors. AdNet and the publisher will not be responsible for errors in color printing if color iris proofs are not supplied.

Supported formats:

Files: PostScript 8.1.1; PDF/Acrobat 4.0 (at least 300 dpi for color & 1,200 dpi for line art)
Desktop Applications: PhotoShop 5.0; Adobe Illustrator 8.0; Freehand 8.0;
(Mac/PC) QuarkXpress 3.32/4.01; PageMaker 6.5
Images and Scans: Tiff; EPS; DCS; DCS2
Fonts: Postscript Type 1 (Mac/PC/Unix)

On all files, please include Agency name, contact and phone number; issue date and publication name; return address (for return of materials); list of contents; contact person; file or ad name, number and file type/format.

Accepted Media:

CD-ROM/ISO 9660 (Mac/PC/Unix); 1.44mB Floppies (Mac/PC); SyQuest 44, 88, 105, 200mB (Mac); 8mm DAT (Unix); 120mB Super disk (Mac/PC); Zip 100mB (Mac/PC); Jaz 1 & 2gig (Mac/PC)

Electronic transfers:

Internet-FTP or E-mail attachment

*FTP Instructions:

Site name: ftp://ftp.faseb.org/FTProot
Username: ftp123
Password: tempftp123
Directory: Pubs_FTP

**After posting files on ftp site, notify AdNet immediately via email to adnet@faseb.org and provide the file name. Remember to send a hard copy of ad also.*

Color Proofs:

We support Iris-Realist digital proofing requests. Supply hard copy of files when requesting Iris proofs. Kodak Approval, Iris, Rainbow, DuPont Waterproof, Matchprint, PressMatch, Chromalin are accepted color proofs. If supplying color lasers, note that press inks will not match (see Important Note above). All proofs must be 100%. The color calibration standard printer conforms to SWOP Standard Specifications. For more information on creating files and proofs, visit the Cadmus website at <http://www.cadmus.com/ads/>.

Contact/Address:

Send artwork and color proofs to FASEB AdNet, 9650 Rockville Pike, Bethesda, MD 20814-3998.
Email artwork or questions to adnet@faseb.org.
Toll free phone: 800-433-2732 ext. 7791 or directly: 301-634-7791
Fax: 301-634-7153.