

Digital Ad Specifications for Molecular Interventions (MI) at IPC Print Services

In order to efficiently process digital ads, one high-resolution, composite file is the goal. This file can either be an EPS or a TIF for placement in a page layout program (Quark, PageMaker, InDesign). The following guidelines and specifications are to assist you in this process.

Preferred file types: EPS files exported from Acrobat and TIF files from Photoshop.

When creating your ad, using a page layout program and creating a postscript file is highly recommended. Acrobat Distiller and the IPC supplied job options, from our website, can then be used to create a PDF. Exporting an EPS file from Acrobat 4, or saving as an EPS in Acrobat 5, 6 and 7, will insure all of the fonts will be embedded into your EPS file for placement into the page layout program by your publisher. For detailed instructions on postscripting and creating PDF files, please visit our website at: <http://www.ipcprintservices.com/ipc-ourcustomers.asp?txt=techsupport>.

Ad Construction:

- The document size of the ad should be the same as the desired final size of the ad.
- Any ad that is designed to bleed should extend at least 1/8" past the trim.
- On full page ads, all vital copy (text or images) should be no closer than 3/16" to the trim.
- All trim and registration marks should be offset by 9 points or 1/8".
- Make sure all colors in the color palette are correctly defined as Spot or Process. Consult your publisher to determine if they are printing Black & White, Four-Color Process or Spot. All RGB, LAB and Index colors must be converted to CMYK or the appropriate spot color. Please refer to When Good Color Goes Bad located on our website at: <http://www.ipcprintservices.com/ipc-ourcustomers.asp?txt=techsupport>.
- Do not use rules less than .25 point. These may not appear in the final product.
- All trapping will be done at IPC. You are responsible for Overprint and Knockout settings.

Fonts:

- If you supply an EPS as instructed above, all fonts will automatically be embedded into your file and there will be no need to supply fonts to your publisher.

Graphics:

- All screened graphics (CMYK, Grayscale, Duotone, etc.) should have an effective resolution of 300 DPI.
- All Bitmap graphics (line art) should have an effective resolution of 600 DPI.

Note: When you enlarge a graphic, you are changing the effective resolution. For example, a 300 dpi graphic placed at 200% will have an effective resolution of 150 dpi.

- Do not embed EPS files within another EPS file. Nesting EPS files can cause output errors and substantially increase production time.

- All graphics must be converted to CMYK, Grayscale or Spot color.

- All duotones should be created in a photo manipulation program, such as Photoshop (version 5.02 or higher). Graphics colorized in a page layout program may not print as expected. If you are using Quark, the Creo Color TIFF XT extension will allow you to colorize TIFFs in Quark with predictable results. This extension is a free download at: https://ecentral.creo.com/eCentral/Self_support/downloads_resultsn.asp?ProductName=PrinergyConnect&countryid=global.

Quality Control:

- A color laser proof, output at 100%, with clearly defined color breaks and other important layout information should be supplied with every digital ad. If you choose not to follow the recommendations outlined in this document, we ask that you supply all application files, graphics and fonts (printer and screen) used in the creation of your ad and we will create an EPS for you to supply to your publisher.

Acceptable Media:

- 3.5" Floppy, Jaz (all), Zip (all), CD-Rom, DVD, FTP

Preferred File Types:

- Quark, PageMaker, InDesign Illustrator, Photoshop

Additional File Types Accepted:

- FrameMaker and MicroSoft Office products
- Note:** Due to how the software interprets the color space, these products are extremely difficult to use if you plan to print Spot or Process colors. Please contact us *before* you begin creating your document. If you need any further assistance please do not hesitate to contact one of our Helpdesk Analysts at Prepress_Helpdesk@ipcprintservices.com or call 888-563-3220 and ask for a Prepress Helpdesk Analyst.

Questions/Artwork Submission:

Send all artwork to FASEB AdNet, 9650 Rockville Pike, Bethesda, MD 20814-3998.

Ph: 301-634-7791; Fax: 301-634-7153

Email: adnet@faseb.org

Web: www.faseb.org/adnet

FTP Site: <ftp://ftp.faseb.org/FTPProof>

Username: ftp123

Password: tempftp123

Directory: Place files in the "Pubs_FTP" folder.

Email AdNet when ads are placed on FTP site and provide file name and publication/issue.