

# Ad Creation Checklist

This checklist should be completed and returned by the person responsible for ad creation/design.

## Full Page Specifications:

- Ad size without bleed (live area): 7" wide x 10" high
- Ad size with 1/8" bleed all sides: 8 1/2" wide x 11 1/4" high
- Magazine Trim Size: 8 1/4" wide x 11" high

**All ads must be accompanied by an approved (SWOP), hard copy color proof.**

**Platforms Accepted:** Macintosh and PC

**File Formats Accepted:** Quark XPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, PDF

**File Formats Not Accepted:** Microsoft Publisher, PowerPoint, Photoshop Elements, CS-2 versions of Adobe products

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## FILE CHECKLIST

### General

- Check dimensions, including bleed if applicable.
- Check for unintended RGB and spot color. If found, convert to CMYK (adjust for color shift).
  - Uncheck "Spot color" in the Edit Color pop-up for Quark documents.
  - Check the CMYK icon in the color pallet for Illustrator documents.
  - Make sure any custom colors have descriptive names. (Do not use the term "New Color")
- Check that blacks made from CMYK builds are the same build when contact with each other is intended.
- Check that the total strength of a custom CMYK build does not exceed 300%.
- Check that menu styles are not being used for fonts.
- Proofread and spellcheck your document.

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### Picture Usage

- Check that all images are 300 dpi for EPS and TIFF, 1200 dpi for Bitmap images
  - Images are **not** acceptable from these sources: web, screen captures, cell phones, 1 megapixel cameras
- Convert RGB to CMYK for color printing. (adjust for color shift)
- Convert RGB/CMYK to Grayscale for B&W printing.
- Remove unnecessary channels, paths and masks.

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### Fonts

- Check that fonts are PostScript Type 1 fonts and both printer and screen fonts are included.
  - Type converted to outlines is acceptable for InDesign and Illustrator documents.

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### PDFs

*Press Quality PDF files distilled using v1.4 compatability or earlier accepted providing strict attention is paid to the creation of the native/original files as described above.*

**InDesign:** Use PDF Export Presets with 'Press' • **Illustrator & Photoshop:** Use AdobePDF with 'Press Quality' •

**Quark:** Postscript file then run Acrobat Distiller with 'Press Quality'

For questions about the above advertising specifications please call (315) 445-2347.

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### Send ad materials, ad proof and this completed checklist to:

Production Coordinator  
Data Key Communications, Inc.  
5794 Widewaters Parkway  
Dewitt, NY 13214  
Phone: (315) 445-2347  
Fax: (315) 445-9336

### How we can contact you:

Designer: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_