

Ad Creation Checklist

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

One Third Page Specifications: (Choose one of three configurations listed below)

- Horizontal: 7" wide x 3¼" high
- Square: 4½" wide x 4⅞" high
- Vertical: 2⅛" wide x 10" high
- Magazine Trim Size: 8¼" 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

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.

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.

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.

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.

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: _____