

DIGITAL AD REQUIREMENTS

NOTE: We only accept digital files on disk or e-mailed accompanied by a proof. The MILEPOST® printing process is entirely digital and the publisher requires digital files as advertising material.

The publisher will output client's work with a line screen of 150 lpi. You assume all responsibility for files that don't output correctly due to errors or omissions in specifications. Please name each ad uniquely and store all digital files pertaining to the ad in a single folder. **DO NOT** group multiple ads in the same folder. **NOTE:** There should be no file compression on any files, most common are LZW or JPEG.

Files requiring correction will be sent back to creator or if desired fixed by publisher at a rate of \$90.00 U.S. per hour.

Acceptable Platform & Software: Files may be produced on the Macintosh (preferred) or PC platform using Quark Xpress™ (preferred), Freehand™, InDesign™, Illustrator™ or PhotoShop™. Press quality PDF, EPS or TIFF files are also acceptable. **Note: Microsoft Publisher, Word or similar files are not acceptable.**

Acceptable Media: DVD and CD. To have your disk returned please include a self-addressed return envelope or packet.

FTP/E-mail: Please feel free to e-mail your files to us. Stuff or zip all files into one document and save it as an attachment and send to ads@ftp.themilepost.com. When naming your files do not use any spaces or symbols other than an underscore and keep the names at or under 14 characters (e.g. Alaska_BB.sit). Please be specific with your e-mail comments and file naming, so we know who, what and where the file belongs.

Please be aware of the following requirements & limitations of imagesetting output.

Fonts and Text: Include all your versions, with a complete list of all fonts used to create your document, to ensure complete compatibility. When creating text with several different font attributes (example Helvetica Bold Italic) use that specific font rather than using the style menu to assign these attributes. Using the style menu may cause changes in spacing and copy flow. **DO NOT use auto leading.** If auto leading is used, and the preferences do not match those of the publisher's, the copy may reflow incorrectly. Specify all leading as a point size to avoid problems.

Graphics: Scanned images or digital photos must be of high quality 300dpi saved as TIFF or EPS. When original graphics or scans are created and placed in pagination files, such as Quark Xpress™, the program links the document to the graphic file in the location it was originally created, so a document will look for the graphic folder on the disk. Include all graphics, TIFF, and EPS support files that are placed. Size and crop graphic files in their original application before placing them into the pagination file. Avoid sizing graphics after placement to produce a better quality image and reduce the chance of error. Avoid nesting of EPS files (that is an EPS placed in a file, art added to the file and then exported as EPS again, and placed in the page layout). Bitmapped line art should be saved at 1200 dpi in final size.

Clipping Paths: The publisher will print all files to a postscript level 2 output device. Make sure to follow all the instructions in the user manual when creating clipping paths and do not use more points than necessary. Use a flatness value of "6."

Laser Proofs: Please provide the following with each job: A hard copy laser proof 100% in size for black/white ads. Laser proofs must match your electronic files.

Colors: RGB (Red, Green, Blue) is for color rendition on your monitor only. These colors should never be used in page make-up. CMYK colors must be set to output as Process Separation in the Edit Color menu. **All spot color ads must be process screen builds (CMYK).** When creating spot colors from 4/C, do not apply a shade percentage to the color (example: 80C 40Y 10K with a 30% shade). **Please provide a digital color proof with your files.**

Sizing Information: Ads must be submitted at the exact size the ad is to run in the book per the following dimensions:

	Inches	Picas
Type page size	7 9/32 X 10 1/16	44 X 60p5
Trim size	8 3/8 X 10 7/8	
Bleed size	8 5/8 X 11 1/8	
1-column	2 5/16 X 10 1/16	14 X 60p5
2-column	4 13/16 X 10 1/16	29 X 60p5
3-column	7 9/32 X 10 1/16	44 X 60p5

DON'T FORGET TO INCLUDE A PROOF WITH YOUR MATERIALS!