

P & A T JOURNAL DIGITAL ART CHECKLIST

(Please complete this form and attach with your disk & proof.)

FILES

- Files are Macintosh platform
- QuarkXPress (6.5 or lower) is the primary page layout program & the file has a .qxd (for Quark 5 and lower) or .qxp (for Quark 6) extension or file is a .PDF.
- Ad size conforms to dimensions listed in the media kit.
- Bleeds extend 1/8 inch beyond final trim.

GRAPHICS

- All supporting art is included as either a .TIF or .EPS (Photoshop or Illustrator CS or lower).
- Images are 300 dpi.

COLOR

- 4 Color Ads:** All colors in Quark and Illustrator are converted to CMYK (graphics are also converted to CMYK). No spot colors.
- Black & White Ads:** Graphics are saved as grayscale or bitmap.
- Trapping is set appropriately.

FONTS

- Both printer and screen fonts (Adobe Type 1 Postscript) are included. [Note: Menu styles/ attributes should not be applied to fonts.] **Fonts in Illustrator must be turned to outlines. Fonts in PDF must be embedded.**

ELECTRONIC SUBMISSION

- Files are supplied on a CD.
- A print window of files on disk is supplied.
- With insertion order, a color laser proof or a screened contract quality proof created from the final electronic file must be submitted with each color ad. Color cannot be guaranteed unless an acceptable proof is provided. Please supply B&W laser print out for B&W ads.

QUICK SPECS

Programs we can accept: Mac: Quark 6.5, Adobe Illustrator CS, Photoshop CS, Adobe Acrobat

Formats for Graphics and Photos:
.EPS, .TIF (4 color process, CMYK)

Preferred hi-res file formats: .PDF, .EPS and .TIF

Film will not be accepted

VERY IMPORTANT: REMEMBER TO INCLUDE PROOF OF AD

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