

General Ad Specifications

Accepted File Types

Preferred	Accepted
• PDF/X-1a*	•Illustrator 8.0+ EPS
	•Photoshop 6.0+ EPS
	•TIFF/IT-P1

* In lieu of a PDF/X-1a file, Source Interlink will accept a PDF file created according to the instructions on this site.

Guidelines for page layout documents

Media

- Files can be sent on CD, Zip disk, or by FTP. Your production contact at Source Interlink can provide details or information.
- CD-ROMs should be burned for cross-platform (Mac and Windows) compatibility. Use ISO-9660 or other standard that will enable cross-platform access. If you don't have the ability to burn cross-platform CD, you should submit your ad via FTP.

Proofs

- A content proof MUST be submitted with every ad – No exceptions!
- For ads submitted via email or FTP, a low resolution JPEG file is acceptable in lieu of a hardcopy proof. The JPEG file should be clearly labeled "Proof" to differentiate it from the high resolution ad file. For instructions on creating a JPEG click [here](#).
- All proofs should be printed at 100% and include registration marks.
- For color ads, a properly calibrated SWOP-standard proof with color bar should be included for color guidance on press. A list of SWOP-certified systems is available at <http://swop.org/certification/certmfg.asp>.
- A color bar should be included on your proof, outside the bleed area. One is available for download in the [Downloads](#) section of this site.



Fonts

- To minimize possible registration problems, below are the recommended minimum type specifications for all ad files:
 - Knockout type should be larger than 5pt and should only knockout of one or two colors. All type 5pt or smaller should overprint.
 - Minimum type to knockout of a 4C image is 8pt. Type should never knockout a 4C black.
 - Black type should always be set to 100K (100K, 40C for rich black) and set to overprint
- Recommended minimum size of serifs in small type is 0.5 point.
- Source Interlink will trap all vector elements within a file to ensure proper registration. Type or other elements knocking out of continuous tone images are not trapped, and thus should be avoided. At the least, the type guidelines above should be adhered to when setting type over raster elements.
- Type must not have artificial styles (bold, italic etc.) applied in the page layout program. The actual (bold or italic) font must be selected.
- White type should be set to knockout, not overprint.
- All fonts must be embedded or outlined.

Document setup

- IMPORTANT: For all ads, your document page size should match the trim size of your ad space.
- Please include trim marks with 12 point offset. Bleeds should extend 1/8" beyond trim.
- If you are unsure of the trim size of your ad or if will run in a perfect bound title, visit [Magazine Specifications](#) and click on your title. Pre-set templates are also available for every ad size from this site.
- Maximum one ad per document/PDF.
- InDesign and Illustrator users: All transparencies must be flattened prior to ad submission.
- All white type, images and vector artwork must be set to knockout, not overprint.
- Spread ads should be supplied as a complete reader spread, not as separate pages or files.
- Spread ads should be provided with a 1/4" gutter allowance (1/8" on each page) for perfect bound titles. Images spanning gutter need to be pulled out of gutter 1/8" each page so image is not lost. Text spanning across the spine is not recommended. For an example please go to <http://ads.sourceinterlinkmedia.com>. If you are unsure about the binding of a magazine title, visit the [Magazine Specifications](#) site and click the appropriate magazine title.

Images Within Ads

Photographic/Continuous Tone

- Images should be saved in TIFF or EPS format (not JPEG) using Binary encoding (not JPEG encoding) and must not contain extra channels.
- The color space should be CMYK or Grayscale, not RGB nor spot color. Images in black & white ads must be Grayscale.
- The maximum ink coverage (C+M+Y+K) should not exceed 290%. Ink density is the total percentage of the four process colors. Ink densities higher than 290 may be adjusted by Source Interlink to avoid printing problems. A slight color shift may be noticed because of this.
- The effective resolution of images should be between 250 and 400 dpi. Images over 150 dpi will not be flagged during the preflight process. Effective resolution is the resolution at which the image was scanned, divided by the scale at which it is used in your layout application. For example, an image scanned to an output resolution of 300 dpi and used at 75% would have an effective resolution of $300 / 0.75 = 400$.
- EPS images should not contain embedded transfer functions or halftone screens.
- Do not use ICC profiles or any other color management. If ICC profiles are used, they will be honored during processing, possibly altering the ad colors.
- Silhouettes and clipping paths should be created in PhotoShop, never in QuarkXPress or other page layout programs. When using clipping paths, leave the Flatness settings blank. Do not use the embedded path feature in QuarkXpress.

Linework Images

- Images should be saved as a bitmap TIFF.
- Effective resolution should be 1200 dpi to 2400 dpi.

Vector Artwork

- Vector artwork must be in EPS format.
- Photographic images must be embedded within EPS files, not linked. Click [here](#) for instructions.
- Fonts should be converted to outlines (preferred) or embedded within the EPS. Click for instructions on [embedding fonts](#) or [creating outlines](#).
- It is not recommended to place vector EPS files inside other vector EPS files. Vector artwork should be copied and pasted from source EPS files into the destination EPS file.

Colors

- All spot colors, including Pantone and RGB colors, must be converted to process (CMYK).
- The total ink density of any color must not exceed 290% ink density. To obtain the best "rich black" use: 100K, 60C, 40Y, 40M.
- Spot color exception: A Pantone based spot color is allowed if it was purchased. A spot color separation proof must be supplied in addition to a color proof.

Transparencies

Designing ads with transparency features in programs such as Adobe InDesign and Illustrator can create interesting effects such as drop shadows, feathered edges, blending, and translucent objects. Many designers use these effects without realizing that they are using transparencies. Although utilizing transparency effects is easy, printing transparencies properly is tricky.

At Source Interlink, we strongly recommend that all objects that contain transparencies be flattened prior to submission. The flattening process involves taking all objects involved in a transparency stack and reorganizing them into a group of opaque objects that simulate the same appearance when printed.

The easiest way to ensure that transparencies are flattened in your ad is to simply save your ad as a PDF/X-1a file. Most Adobe CS and newer programs support exporting or saving in the PDF/X-1a file format. For information on creating a PDF/X-1a file from an Adobe CS program or using Acrobat to create one, please refer to the appropriate section on this website.

Ad files containing unflattened transparencies will be returned to the advertiser for flattening.

Helpful resources on transparencies:

Adobe's A Designer's Guide to Transparency for Print Output (PDF: 6.5M) <http://www.adobe.com/products/creativesuite/pdfs/dgt.pdf>

Adobe's Getting Started with Transparency (PDF: 4.3M) http://www.adobe.com/products/creativesuite/pdfs/transparency_quick_start.pdf

Learn how to get consistent, high-quality output from files containing transparency created in Adobe Creative Suite 3 products (PDF, 5.1M) [Transparency in Adobe applications: A print production guide](#)