

Files and Naming

TIFF/ITs consist of multiple files with differing resolutions. Please see the chart below for the required file types and suitable resolutions. File names must be no more than 24 characters including the extensions shown below, which must be used. Files cannot be renamed after creation as they will not process if renamed.

File Construction

File Type	Status	Extension	Resolution	
			English	Metric
Final Page	Required	.fp	N/A	
Continuous	Required	.ct	300 dpi	Res 11.811
Linework	Required	.lw	2400 dpi	Res 94.488
Hi-res Contone	Optional	.hc	2400 dpi	Res 94.488

Other Requirements

- Must meet TIFF/IT-P1 standard.
- Must adhere to all the general ad specs in the [Digital Guidelines](#) section.
- Do NOT place a TIFF/IT file into a PDF.
- Must contain CMYK data only, maximum ink density 290%. Paid fifth colors should be supplied as a separate file set.
- Black text should be merged with the linework file.
- Trim, bleed and center marks should be included on all colors (registration black). Marks should be offset 1/8" outside the trim area.
- A content proof should be submitted with the ad.
- A SWOP-standard color proof with color bar should be included for guidance on press (you can download one [here](#))