



Digital Ads: Guidelines for Preparation and Submission

- Format** Required file submission format is composite PDF v1.3 (Acrobat 4.0 compatible). If possible, submitted files should conform to ISO 15930-1: 2001 PDF/X-1a file format standard. Non-standard, application, or native file formats are not acceptable.
- Layout**
- Page size: must conform to specified publication trim size
 - Page bleed: must extend minimum 1/8" beyond trim for page head, foot, front
 - Safety margin: type and other non-bleed content must clear trim by minimum 1/2"
 - Page marks: pages should only contain crop marks. Color bars or other marks are not needed.
- Variables**
- Versioning: unique PDF documents are required for each issue version; common elements must remain fixed for each version
- Fonts**
- Font type: Type 1 fonts are recommended; avoid Type 3, Multiple Master, and composite/CID fonts; avoid Mac city fonts (Chicago, Geneva, etc.) and MS Outlook fonts (Tahoma, Impact, etc.)
 - Character styles: when possible, avoid menu-stylized fonts
 - Embedding: all fonts should be fully embedded. Subsetting is not recommended
- Text/Lines**
- Character size: recommended minimum for reverse or multi-color type is 6 points
 - Line/rule width:
 - minimum width for single-color line/rule is 0.25 point (0.0035")
 - minimum width for overprinting or multi-color rule is 0.33 point (0.004")
 - minimum width for reverse line/rule is 0.5 point (0.007")
- Images**
- Resolution: raster image resolution should conform to the following recommended specifications:
 - 266ppi for tones (either grayscale or color)
 - 500ppi-900ppi for combination tones (either grayscale or color)
 - 900ppi-1200ppi for monochrome (1-bit) images
 - Compression: Zip or JPEG compression methods are recommended for tones, CCITT Group 4 is recommended for monochrome images; compression methods should conform to PDF/X-1a standards. JPEG 2000, JBIG, and JBIG2 compression are not acceptable.
 - Embedding: high-resolution images must be embedded in the PDF; OPI image assignments are not acceptable
- Color**
- Color space: must conform to print specifications for the title—grayscale or CMYK space for process color printing, or appropriate spot color(s) for PANTONE color printing; RGB or LAB color spaces are unacceptable
 - Spot colors:
 - must be defined as PANTONE color, not randomly named (e.g., name as PANTONE 186 C, not as "spot red")
 - must be defined unambiguously (same CMYK process color equivalent for PANTONE colors with same name)
 - spot color gradients/blends must have been created spot-to-spot (e.g., 5% PANTONE color to 100% PANTONE color)
 - Color management: files must be free of color functions, including PostScript color management, transfer curves, halftone screen assignments, and black generation functions; files should not include references to ICC profiles



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- Total Area Coverage (TAC) for black or dark elements or for black areas within color images should not exceed 300%; exception: TAC should not exceed 325% for small non-critical areas that carry no significant detail
- Minimum tone: reproduction is not guaranteed for tone values less than 5%
- Trapping:
 - white/reverse text and objects must be specified as knock-out
 - black text and lines must be specified to overprint
 - supplied files should not be trapped---trapping will be accomplished by Sheridan
 - trap flag should be set to “True” to conform to PDF/X-1a standard

Proofing

- Supplied contract process color proofs must conform to ISO 12647-2:2004/ Amd. 1:2007 specifications (<http://www.iso.org>):
 - proof must have been produced using a ISO-coated certified system
 - proof must be based on FOGRA39L characterization data set
 - proofing system must be identified on/with proof and proof must be dated
 - proof must contain an approved color proofing bar
- Unless an approved color proof has been supplied in accordance with ISO Standard 12647-2:2004/Amd. 1:2007, or a proof has been produced by Sheridan and Publisher approval has been achieved, Sheridan will print to standard ink densities and dot gains