The Sheridan Group Digital Ad Specifications

File Format

Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are EPS and TIFF.

The following source files are accepted and are expected to follow all requirements listed in this document:

- QuarkXPress,
- PageMaker,
- Adobe Illustrator
- Adobe Photoshop

Additional costs may apply if problems are encountered.

NOTE: when using Adobe Illustrator/Macromedia Freehand it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Fonts

Use of Postscript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3, Multiple Master or CID fonts. Avoid using menu-stylized fonts, TrueType fonts, Macintosh "city" fonts (Chicago, Geneva, etc.), and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Images

TIFF and EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Page Layout

Regardless of the format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with 1/8" setback.
- Supply as single page files only.
- Right Reading, Portrait Mode, No Rotation.
- No content is to be within a 1/2" of trim size.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.

Color Management / ICC Profiles

Files supplied should NOT include ICC Profiles or contain any other form of color management.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening

Files are NOT to be trapped or prescreened. Our Prepress Department will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening.

Copydot Images

These are images obtained by the specialized scanning of film negatives at very high resolution. All copydot files should be supplied at 2400 dpi. These files must be tested for compatibility prior to submission for production. Type corrections cannot be completed on these type of files.

Proofs

All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications (www.swop.org) All black and white or grayscale ads supplied require 100% size lasers for confirmation of ad content. Color ads require a proof produced using a SWOP-certified system. All color ad proofs must include a SWOP proofing bar or a GATF proof comparator. We cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied we will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer.

Media

- CD-ROM/ISO 9660, ZIP 100 & 250MB Mac or PC
- To arrange FTP transfers, contact Ad Sales Services.

Additional Information

On all submissions, please include all available information:

- Contact name and phone number
- Publication name
- Volume and issue date
- Return address (for return materials)
- Directory listing of supplied media contents
- File type and format
- For electronic transfers, supply file location and filename

Conformance to Specs

Variances from the above specifications may not yield results that conform to quality control standards.