File Format and Submission Instructions

File Formats

Press Quality PDF files are preferred.

• Fonts must be embedded.
• Images must be in **CMYK.**
• Convert PMS to CMYK .
• Set black to overprint.
• 300 dpi images only.
• Flattened transparencies.
• Include bleeds and crops .

We can also accept Mac format Photoshop TIFF files and/or Illustrator EPS files.

Photoshop TIFF files for Mac

• Flatten layers
• CMYK color
• 300 dpi
• Page dimensions and bleeds according to pub specs

Illustrator Vector EPS files for Mac

• CMYK color
• Fonts converted to outlines
• Page dimensions and bleeds according to pub specs

Please Note:

Files submitted as RGB will be converted to CMYK.

Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made.

B/W ads and graphics should be saved in grayscale mode.

All graphics must be at least 300 dpi resolution.

When renaming files, make sure to keep the proper file extension (i.e., .eps, .pdf, .tif, etc.)

For proper sizing of your ad, please refer to the publication's rate card. Add 1/4" (or 4mm) on all sides for bleeds.

File Submission Instructions

Upload files via web browser at **http://files.infotoday.com**.

Once the file is uploaded, you will receive a confirmation email. If there are any problems with your file, you will be contacted.

If you have any questions or concerns, contact:

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