

[advertising specifications]

The required format for advertising files is PDF.

Materials may be submitted to info@musicalamerica.com.

PDF files are required and accepted only with fonts embedded. NO JPGS or PNGs accepted.

Please include contact information and advertiser name.

[software]

The following software programs are supported:

- QuarkXpress (7 or lower)
- Adobe InDesign (CS6 or lower)
- Adobe Photoshop (CS6 or lower)
- Adobe Illustrator (CS6 or lower)

Any other applications are unacceptable.

- Go to File/Save As Photoshop PDF. Uncheck box on "Embed color profile..."; click Save.
- Pull down menu on top, select "Press Quality." You can leave checked boxes as is.
- On left, "Output"; under "Color" change "Color Conversion" to "No Conversion" and make sure that "Profile" "Don't Include Profile" is selected.
- Save PDF.

[fonts]

- **FONTS MUST BE EMBEDDED.**
- Supply all printer and screen fonts, including fonts embedded in art files.
- Pseudo-type commands should not be used. (i.e., if italics are desired, then the italic version of the font should be used, not the italic style)

[how to embed fonts in PhotoShop]

- Make sure the color mode is Grayscale.
- Select "Don't Merge" when changing the color mode. Leave the layers as is.
- Make sure there is no faux bold, ital, cap, etc. (Don't click on any of the little boxes that change the text characteristics. Must use the actual font.

[scans]

- Scanned images must be saved as TIFF or EPS.
- Line art should be scanned at 600 dpi and saved as TIFF. Be sure not to scan line art as halftone. (In Photoshop, use the "Bitmap" mode)
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 90; mid-tones 40-50%; any dot under 5% will drop to white.
- 4/C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), with an ink limit of 280%. The high-res image should be imported directly into the document.
- Do not enlarge images over 110%.

Advertising Deadlines:

Space reservations: 15 October

Materials: 22 October

For additional information on advertising, please contact us
via mail 14846 Gates Avenue, Magnolia Springs, AL 36555
via phone 609-651-0874 **via email** info@musicalamerica.com