

Specifications for Digital Ad Mechanicals

Acceptable Formats

Submitted files may be created in one, or a combination of, the following programs:

Adobe PageMaker® 6.5 (Mac and PC)

Adobe InDesign® 1.5 (Mac and PC)

Adobe Photoshop 5.5 (Mac and PC)

- ▶ *Monotone images should be a 600-1200 dpi tiff file at 100%.*
- ▶ *Grayscale images should be a 300-dpi tiff file at 100%.*

Any artwork below these resolutions are not print quality and may be bitmapped or blurry when printed. (Artwork used in web sites is normally only 72 dpi and is usually not sufficient.)

600-1200
dpi tiff

Monotone

300-355
lpi tiff

Tint



Grayscale

Adobe Illustrator® 8.0 (Mac and PC)

Adobe Acrobat® 4.0 (Mac and PC)

Macromedia FreeHand® 8.0 (Mac and PC)

Quark XPress® 4.1 (Mac and PC)

Acceptable Transfer Media

All digital artwork can be sent to Design Tank in any of the following ways:

Zip® disk (100MB Mac or PC formatted)

Jaz® disk (1GB or 2GB Mac or PC formatted)

CD-ROM

Floppy Diskette (Mac or PC formatted)

E-mail to ads@adjournal.net

FTP (Advance account set-up required)

Documentation to Include

Following is a list of documents that should accompany all digital files. If e-mailed, please fax the documents to us at **323-525-1324**.

- All **TrueType and Postscript fonts** (both screen and printer), used in the document. (PC formatted documents must use standard Adobe fonts only.)
- All **linked and/or embedded graphics** files used in the ad.
- A **printout** of the ad, as it is to appear, for proofing purposes (any readable format and resolution) .
- The **name of the event** for which the ad is intended.
- A copy of the **ad journal form** if one was used to reserve the ad.
- Your **contact information** and availability.
- A **listing of all items** that are being sending.
- A **self-addressed, postage-paid return envelope** if transfer media is to be returned.



DesignTank

5225 Wilshire Boulevard

Suite 322

Los Angeles, CA 90036

tel 323.525.1314

fax 323.525.1324

info@designtankgfx.com

www.designtankgfx.com

Specifications for Hard Ad Mechanicals



Design Tank

Positive Artwork

Ads that are text-only and use no screens, tints or grayscale images will be scanned and placed into the ad journal layout. For best results, they should be submitted in one of the following formats:

High Resolution Laser Prints (600 dpi and above)

Ads should be printed on premium laser paper with an 85 brightness or higher and mounted on mounting board or cardstock no larger than 10" x 12". Tissue overlays are not required, but should be used to note any specific instructions. An unmounted duplicate laser print should also be sent.

Linotronic output (1270 dpi)

Artwork should be mounted on an 8.5" x 11" mounting board or cardstock. Also include an unmounted duplicate or laser print as well.

Negative Artwork

Ads with screens, tints or grayscale images should be submitted as film negatives with the following specifications:

- 2540 dpi minimum
- 133 line screen maximum
- Right reading
- Emulsion side down

Unacceptable Artwork Formats

- Photocopies
- FAX copies
- Ink Jet prints
- Dot matrix prints
- Previously published ads

Delivery

US Mail, FedEx, UPS, etc., ads and the required documentation to:

Design Tank
5225 Wilshire Blvd., Ste. 322
Los Angeles, CA 90036

Tel: 323-525-1314

E-mail ads to:

ads@adjournal.net

Fax required documentation only for e-mailed ads to:

323-525-1324

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Los Angeles, CA 90036

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