



Guidelines for Sending Digital Files for Print Advertisements

PDF/X1a Specs:

PDF/X1a format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

- * PDF/X1a file saved on a 100 MB Zip, CD-ROM or sent via FTP (contact the Editorial Office for details)
- * All High-resolution images and fonts **must be embedded** in the PDF/X1a file
- * Only use Type 1 Fonts - No TrueType fonts
- * Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 300 and 400 dpi
- * Total area density should not exceed SWOP 300% TAC
- * **Do not embed ICC profiles within images. Do not use RGB or JPEG images. Do not nest EPS files within other EPS files**

Other Acceptable Digital Ad Formats:

- * TIFF or EPS

Mechanical Requirements

Trim Size: 8.125 x 10.875

Bleed Size: 8.375" x 11.125"

Live Matter: At least .375" inside all four edges of trim

Binding: Saddle wire

Halftones: 133 - 150 screen (133 preferred)

Please submit the following with you artwork:

- * Digital proof (Color or B&W) representing the final digital file
- * Please fill out an Insertion Order Form when sending materials

Color:

Send all files in CMYK mode unless a spot color is specified, RGB files must be converted to CMYK. Please indicate any spot Pantone™ colors on the Digital Ad Submission checklist.

Embedded Fonts:

All EPS and PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported, however, please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement.

Embedded Images:

Include all graphic images (i.e. logos, digital artwork). Minimum resolution required is:

- * 300 dpi for full color artwork or grayscale
- * At least 1,200 dpi for bitmap (B&W/line art)
- * Images and logos from Websites are NOT usable for print ads

Send material to the Editorial Office.

Patricia Potter

International Union of Crystallography Newsletter

c/o Hauptman-Woodward Medical Research Institute, Inc.

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IUCr Newsletter Insertion Order Form

General Information

Advertiser _____

Ad Agency _____

Agency Contact: _____

Contact Tel: _____

Contact E-mail _____

Other Information _____

Publication Name _____

Publication Issue _____

Trim Size _____

Media Requirements

Please fill out the form below submit with your artwork or fax to: Patricia Potter, (716) 898-8695

| No. | Name | Ad Type | Final Size (w x h) | File Format | Digital Proof |
|-----|-------|--|--|-----------------------------------|--|
| 1 | _____ | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Page | <input type="checkbox"/> PDF/X-1a | <input type="checkbox"/> Yes <input type="checkbox"/> No What Type? _____ |
| | | <input type="checkbox"/> 4/c Process | <input type="checkbox"/> 1/2 Page Horizontal | <input type="checkbox"/> EPS | |
| | | <input type="checkbox"/> Electronic add-on: _____ | <input type="checkbox"/> 1/2 Page Vertical | <input type="checkbox"/> TIFF | |
| | | | <input type="checkbox"/> 1/4 Page | | |
| 2 | _____ | <input type="checkbox"/> Black & White | <input type="checkbox"/> Full Page | <input type="checkbox"/> PDF/X-1a | <input type="checkbox"/> Yes <input type="checkbox"/> No What Type? _____ |
| | | <input type="checkbox"/> 4/c Process | <input type="checkbox"/> 1/2 Page Horizontal | <input type="checkbox"/> EPS | |
| | | <input type="checkbox"/> Electronic add-on: _____ | <input type="checkbox"/> 1/2 Page Vertical | <input type="checkbox"/> TIFF | |
| | | | <input type="checkbox"/> 1/4 Page | | |