



## Formats and Specifications for Advertising Materials

This document describes, in detail, PennWell's desktop publishing specifications and file formats that are fully supported, supported to a limited degree and file formats that are not supported or accepted. Any guidelines or specifications not followed in this document may cause your advertising file to **not** reproduce correctly, and may cause delays and/or additional charges. PennWell will not be held responsible for ads that do not comply with these specifications. We use Macintosh computers for ad processing. However, we have staff trained in both Mac and Windows platforms for those applications that we support.

Specifications that need to be used for ads and graphic files sent to PennWell are:

### ***File names should consist ONLY of the following characters –***

- ◆ any alpha or numeric
- ◆ space(s) or period (*as long as they are not at the beginning or end of the name*)
- ◆ hyphen
- ◆ underscore

### ***Examples of characters Not to use –***

- ◆ Shift/number characters
- ◆ Control, Option, or Command combination key characters
- ◆ Slashes or back slashes
- ◆ Quotes or apostrophe
- ◆ Colons, or semi-colons
- ◆ Parenthesis or brackets
- ◆ Question mark, Greater Than or Less Than, plus, asterisk, or equal

### ***Important file info:***

- ◆ Images should not be enlarged or reduced more than 10% in the page layout program. Any greater change should be done to the original image in its native application.
- ◆ Document size should be created to the final trim size of the magazine page for full page ads or to the fractional size listed in media kit.
- ◆ Use 9 points (no more/no less) of bleed off of the page.
- ◆ The use of the transparency mode within a TIFF file is not recommended. It does not always create an accurate mask. Creating a mask in Photoshop is more accurate.
- ◆ Significantly cropping an image within the page layout program is not recommended. It is much more efficient to crop the image in the native application and save it as a separate EPS file.
- ◆ Do not use Font Styles from the Style menu other than – All Caps, Small Caps, Superscript, Subscript, and Superior. Use the appropriate Type 1 or TrueType font for styles such as Italic and Bold.
- ◆ No **RGB** images. All images and colors should be converted to CMYK.
- ◆ Total Ink Densities should not exceed 280 on all files and graphics.

## File formats supported for PennWell Magazines are:

**PDF Format** – PDF files should be saved using PDF/X1a formatting. We require at minimum, “Press Optimized” formatting if PDF/x1a files cannot be supplied. The original data files need to adhere to specifications mentioned in the application formats listed in this document. PDF files not formatted properly may process with undesirable results. A quality high-resolution color proof is required (see fonts and proof section of this document).

**InDesign** – This is PennWell’s preferred page layout program. In InDesign you can create a document and import pictures, graphics and text. We can use this program in Mac or Windows format (Mac is preferred). All fonts and graphics used in the document must be supplied. You can use InDesign’s “Package” command to perform this task. A quality high-resolution color proof is required (see fonts and proof section of this document). All document colors and imported art/graphics should be created in CMYK for process color or Pantone for spot color jobs.

**QuarkXPress** – This is a page layout program. In Quark you can create a document and import pictures, graphics and text. We can use this program in Mac or Windows format (Mac is preferred). All document colors and imported art/graphics should be built in CMYK for process color or Pantone for spot color jobs. All fonts and graphics used in the document must be supplied. Use the Collect for Output function of Quark to extract your document and artwork. A quality high-resolution color proof is required (see fonts and proof section of this document).

Note: Older Collect for Output does not collect fonts. You will need to gather them. (See fonts section.)

**Adobe Illustrator** – This is an **art/graphics program**. This software is designed to create graphics or art/drawings such as logos, charts, line art, etc. These are referred to as graphics or imports in the publishing/printing language. Please save Illustrator files in EPS format with fonts embedded and place into a page layout program for output to high-resolution output device. This software will save files in a high-resolution format. All documents should be created with CMYK colors for process colors or Pantone for spot color jobs. **Illustrator is PennWell’s preferred art/graphics program**. All fonts and graphics used in these documents must be supplied. A quality high-resolution color proof is required (see fonts and proof section of this document).

**Photoshop** – This software is used mainly for **manipulation of photos and images**. We prefer Photoshop files be saved for placement in page layout programs in EPS format. Use CMYK colors at 254 to 300 dpi with preview of 8 bits/pixel and binary encoding. Photoshop understands CMYK colors and will output to a high-resolution output device. We do not recommend using Photoshop for text. Text should be done in a page layout programs such as InDesign or Quark. Photoshop files with vector (text) layers are problematic and desired results cannot be guaranteed. Please flatten all transparencies with Photoshop before placement in your page layout program.

## Files formats NOT supported for PennWell Magazines are:

**Microsoft Word** – This software is **NOT supported**. This is a **word processing program** with which most of you are familiar. It is used mostly for word-processing not page layout. This program was designed to print to your desktop printer, not to a high-resolution output device. Word uses low-resolution graphics and does not support CMYK colors. The pictures and graphics will not reproduce to expected high quality. **We do not accept any ads created with this program**.

**CorelDraw - This software is NOT supported.** If you have files in CorelDraw, please save or export them as CMYK/process color EPS files. Place into a page layout program for output to high-resolution output device. We have had **limited** success with CorelDraw files and **cannot guarantee** files will output, even if these steps are followed. All fonts and graphics used in CorelDraw must be supplied. A quality high-resolution color proof is required (see color proof section of this document).

**PowerPoint – This software is NOT supported.** This is a slide/presentation software included on most PC's. You can build some neat presentations but this program is not designed to output on high-resolution output devices. **We do not accept any ads created with this program.**

**Microsoft Publisher – This software is NOT supported. We do not accept any ads created with this program.**

#### Rich Media Ads for PennWell Digital Editions:

Digital edition magazine ads utilizing rich media content need to adhere to the mechanical size requirements listed in the media kit for each PennWell title. The only exception to this requirement is for the following type ads: Digital Belly Band, Digital Blow In. These type of ads have their own size specifications. Please get with your salesperson for size specifications on these products.

We **do not** support Flash formats in our digital editions. HTML5 is the preferred format for rich media ads. A static pdf for print publication and a HTML5 file for the digital edition will need to be submitted.

#### Fonts and Color Proofs:

Fonts – All supplied PDF files should have fonts embedded. We prefer having the actual font embedded in the PDF, instead of having outlined fonts in the PDF. If providing your files in formats other than PDF, Please include all fonts when sending your documents for output. Use of TrueType or Type 3 fonts is not recommended, and Multiple Master fonts are not supported. If you use TrueType fonts or Type 3 in your document, desired results cannot be guaranteed and delays could result.

Color Proofs – We **must** be supplied a printed proof. **We prefer a high-resolution color proof** of the ad for quality control. This applies even if you submit your files electronically. **If a high-resolution color proof is not supplied, we cannot guarantee press matching on content or color.** Monitor proofing your supplied PDF file is unacceptable. Files that look correct on your monitor and low resolution desktop printing device, do not always process correctly to high resolution offset printing devices and technologies.

*Following these specifications will greatly reduce the chance of any errors in processing your ad material. Thank You for your help in making sure your material flows smoothly through PennWell ad processing.*