

ABRCMS *Exhibitor Guide* Advertising Guidelines

Digital file preparation guidelines

It is highly recommended that files submitted be in one of the digital file formats named below and be prepared by a qualified prepress service provider.

Digital files recommended:

PDF files with all fonts embedded, optimized for press at 2400 dpi, no compression of raster data, with compatibility to Acrobat 5.0 (pdf 1.4) and higher, and created with Acrobat Distiller 5.0 and higher, or Adobe PressReady.

Application files:

Use only type 1 fonts. Always send both screen and printer parts of all fonts used anywhere in your files. Send all fonts for EPS files even if type is converted to paths or outlines.

Images (photos and other scans):

- All images must be saved at 100% of the size used in the submitted documents. Do not send JPEG, RGB or index color files. Only place high resolution, final image files in your page layouts, no FPO files.
- Color image files must be CMYK 266 to 300 dpi TIFF, EPS files.
- Black and white photos must be grayscale 266 to 300 dpi TIFF, EPS files.
- Bitmap images must be TIFF 900-1200dpi or EPS.

Support files: Always send all fonts, image files and EPS files used in your document. If you have been supplied any EPS files from a third party, be sure you send all support files used in those EPS files.

Page layout: Only page layout files created in Quark Xpress, or InDesign will be accepted. Do not use Illustrator, Freehand or Corel Draw for page layout. Send page documents with one laser print at 100% and a laser print showing bleeds, trim marks, at a reduced size if necessary. The laser prints must be from the final version of page document. Build pages at trim size and extend bleeds 1/8-inch beyond trim. Do not save page layout files as EPS.

Quark Express versions 4.02 or higher only.

Files submitted must be collected for output. The collect for output report must be included with files submitted.

Indesign version 2.0 or higher only. Do not embed any graphics, always choose to link.

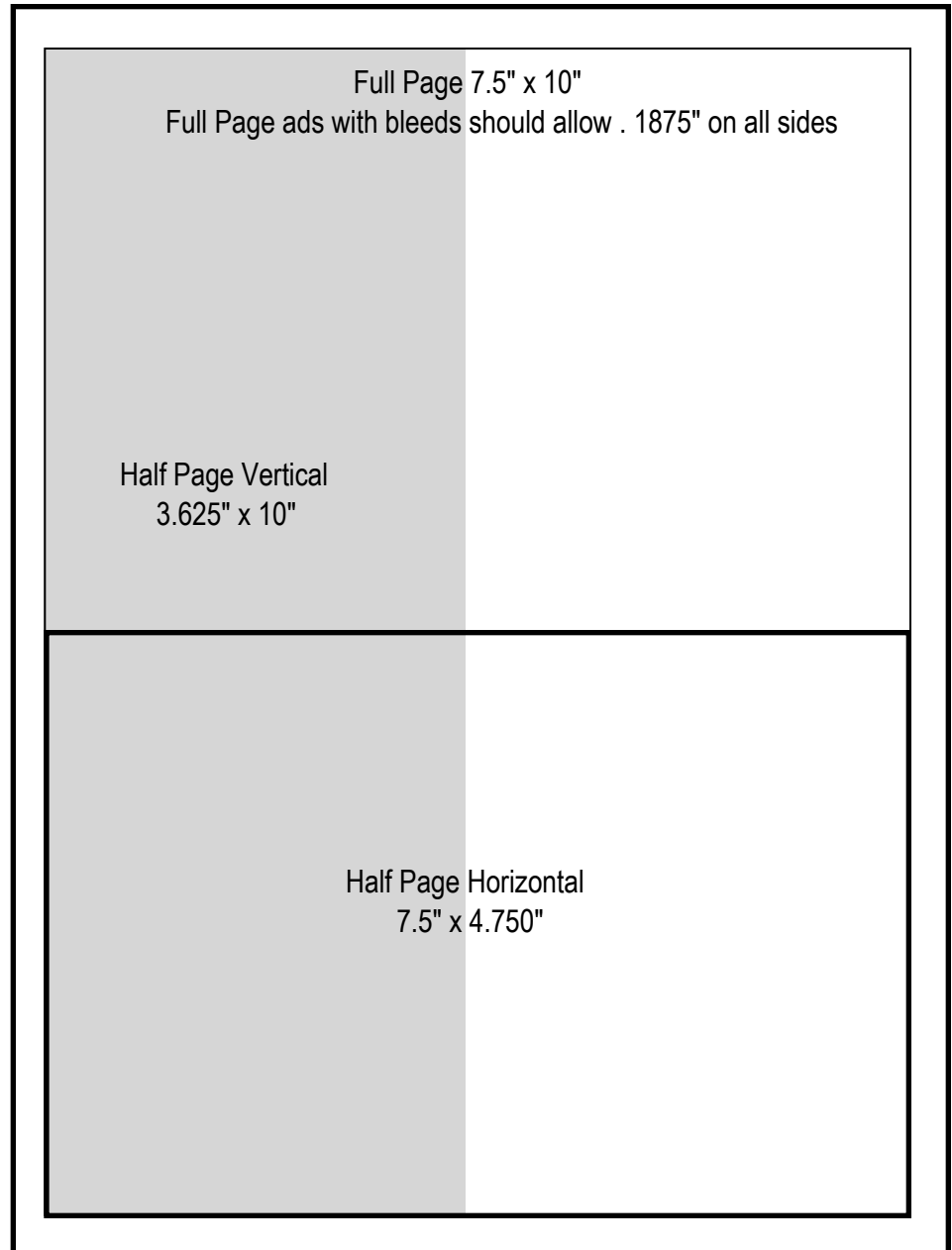
Vector applications: Adobe Illustrator, Macromedia Freehand, and Corel Draw files must be saved as EPS and placed in Xpress, or Indesign page layouts. All types must be converted to outlines or paths. Avoid type in EPS files 10 points and below as these sizes may become distorted or unreadable if converted to paths or when placed in page layouts at reduced sizes. Do not nest EPS files within EPS files.

Raster applications: Photoshop files must be TIFF, EPS format. Do not save EPS files as DCS. Do not use file compression such as LZW or JPEG. Do not use transfer functions with EPS files.

Publication trim size: 8.5" x 11"

Live area: 7.5" x 10"

Black ONLY



For questions please call:
(202) 942-9348