

COLUMBIA JOURNALISM REVIEW



AD GUIDELINES FOR PDF FILES

AD CREATION AND PREFLIGHTING

It is important to make sure that everything is correct in the native application file (page layout file) before proceeding to make a pdf file. When using layout programs that do not incorporate pre-flight functions, we recommend using one of the popular preflight programs such as FlightCheck or Preflight Pro. The following are the items to check during the file creation and preflight stages:

- Correct ad size (see ADVERTISING RATES AND SIZES)
- At least 1/8 inch bleed (if the ad contains content that will extend to trim edge)
- For full-page ads, at least 1/4 inch clearance (safe area) from trim to type or rules inside trim area
- All fonts are active when writing native file to ps or pdf
- Fonts must not be menu styled (don't use the 'bold' and 'italic' buttons in the measurements palette)
- All images are linked and updated, and none are scaled to more than 120% in layout app
- Effective resolution of halftone images should be 300 dpi (plus or minus 20%)
- Scans and illustrations are either TIFF, EPS, or JPEG (beware of high-compression jpegs)
- RGB colors and unintended spot colors will be automatically converted to CMYK; use at your own risk.

GENERATING PDF'S

If you are using InDesign or Illustrator to create your files, you can export pdf files directly from the application. We recommend that Quark users create PDF files by writing a postscript file and distilling it using Adobe Acrobat Distiller. Acrobat Distiller comes with the Adobe Acrobat Standard and Adobe Acrobat Professional applications (but not Acrobat Reader).

IF YOUR PDF-CREATION SOFTWARE GIVES YOU CONTROL OVER FORMATTING OPTIONS, FOLLOW THESE GUIDELINES WHEN WRITING PDF FILES

- Set registration marks and offsets (and bleed amounts if necessary) for full-page ads
- Embed fonts and high-resolution images
- Set file resolution to 2400 dpi, and do not downsample images lower than 300 dpi
- Embed all fonts, do not subset
- If your software gives you a 'color management' option, select 'off' or 'leave unchanged'
- Use compatibility setting 'Adobe 5.0 (pdf 1.4)' or 'Adobe 4.0 (pdf 1.3)'

DO NOT CROP IN ADOBE

The crop function in Acrobat alters the page formatting, which can create problems if the file is for high-quality printing. Fractional ads should be created using a document size equal to (or a bit larger than) the ad content in the native application.

PDF FILE PREFLIGHT

We recommend checking your pdf files for usability. If you have Acrobat Professional 6 or 7, you can use the built-in Preflight function to check for missing fonts, low resolution images, file corruption, etc. (Use the "pdf x/1A" setting). If you don't own acrobat Pro, you can use a 3rd-party utility such as Apago PDF/X Check-Up, which is available at www.apago.com.

E-mail your ad in pdf format to: jd2695@columbia.edu

Ideally, SWOP certified proofs with color bars should be provided for all ads. A contract proof should be at least 1200 dpi and continuous tone. Low resolution laser or Inkjet are useful for checking content and color breaks, but are not considered contract proofs.

Contact Joe Duax with any questions:

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