

Ad Submission Guidelines

OVERVIEW:

To accommodate the many different software programs and computer platforms (Macintosh, Windows etc.), we have established a PDF workflow. PDF is a ubiquitous file format developed by Adobe Systems Inc, standing for "Portable Document Format". A properly created PDF file preserves the original look of the document, no matter what type of computer or software was used to create it. Fonts, photos and graphic images appear exactly as they do in the original document.

There are a number of ways to create a PDF file, but not all are suitable for offset printing. Some are only suitable for internet use, while others are intended for printing a copy to a desktop printer. A PDF file that has been created properly for a printing press contains embedded fonts and high resolution images and graphics. The best way to produce your PDF is by using Adobe Acrobat. The current version gives you 2 settings that are perfect for offset printing, either the "press quality" or "PDFX-1a" settings. For more information on PDF files you can go online and check www.adobe.com or www.planetpdf.com.

Our low advertising rates require digital PDF ad submission, which enable us to produce a quality product for our advertisers and meet the standards of quality printing. If for some reason you are unable to create a PDF of an ad created on a computer, a "native" file may be accepted, however an additional charge will be added for file conversion. As of March 2008 we can no longer accept camera-ready art.

ADDITIONAL CHARGES:

- For native files (files which require conversion to a PDF file) computer time will be billed as needed @ \$60 per hour (\$15 minimum), payable to the adbook designer. You must include all linked files and fonts with the native files. A printout of the layout is also mandatory.

- Most professional-grade layout software programs are acceptable. These include Indesign CS3 or earlier, QuarkXPress 6.1 or earlier, Illustrator CS3 or earlier, and Freehand MX. Photoshop is not intended for layout purposes but rather for creation of support files, so a layout created entirely in Photoshop will not be accepted. Non-professional program files (Microsoft programs such as Word, Excel, Powerpoint, Publisher, etc) will be reviewed, but will likely be returned as unworkable.

- If you can only provide loose materials (hand-written content, typed text, photos to be scanned, business cards, etc), we can create an ad for you according to your specifications and suggestions. A reduced rate of \$60 per hour is available through the adbook designer for adbook advertisers only. An estimate will be given prior to commencing any work. You may also hire any other designer of your choice.

- Please note that printed business cards are *not* acceptable and must be professionally rebuilt for a fee. However, submitting a business card layout as a properly formatted PDF is acceptable and will not be assessed an additional fee.

For additional information, please send an email with your questions to ARTWORX Director Nektarios Tradas at nektarios@getartworx.com or call him at 858.292.6070.