

Digital File Requirements

Preferred Format:

Adobe Acrobat 4 compatible, high-resolution, press-optimized, composite PDF.

Note: TIFF/IT, TIFF/IT P1, Scitex CT/LW, DCS-1, and DCS-2 are NOT acceptable.

Quark Xpress files must be printed to a Postscript File and then distilled or exported as a PDF with the appropriate Adobe Distiller specifications ("Press-Optimized" job options—see below for details). Note: Prior to distilling do not use "open prepress interface" (OPI) information.

Adobe Illustrator, and **Photoshop** files should be saved as PDFs with the appropriate specifications ("Press-Optimized" job options — see below for details).

File Naming: PDFs should be named by the advertiser's name, issue date, and PDF extension. For example: Algor Ad 0908.pdf would be an ad supplied by Algor for the September 2008 issue.

Size/Layout: Ad must be made to appropriate size.

Registration/Crop marks: Supply files with a 1/8" bleed for full-page ads. All registration must be centered and crop marks offset at least 12 points or 1/8".

Compatibility: It is recommended that all PDFs are optimized and saved with Acrobat 4.0 compatibility, and are in binary format.

Resolution: All PDFs must contain 300-dpi image files and 1200-dpi for bitmap files. Images with higher resolutions will be downsampled accordingly. PDFs with lower resolutions will result in an inferior print quality that will not be the publisher's responsibility.

Compression: PDFs should have no compression. Images should not have ZIP or JPEG compression. Do not compress text or line art.

Fonts: All fonts must be embedded. Use Postscript type I fonts only. Multiple Master, Type 3, and True Type fonts are not acceptable. (Do not use the type palette to style fonts in native applications such as QuarkXpress.)

Color: All images must be in CMYK mode. Do not use RGB images, spot color or index color, and do not embed a color profile. PDFs with these color attributes will be converted to CMYK, which may result in an undesirable color shift. Publisher cannot be responsible for files supplied in formats other than CMYK.

Proofs: Proofs that accurately represent the digital file are required for all digital file submissions. Supply a single-page composite proof at 100% (actual size). Color laser proofs, Fierys, or Iris proofs are acceptable. If a paper proof is not supplied with the file, a proof must be faxed to: 212-822-2036, attn: Production Manager. B&W proofs, faxed proofs, or dylux proofs will be used for content only. Email proofs to production@abpi.net with the advertiser's name in the subject line. Publisher cannot be responsible for materials submitted without proofs.

Removable Media/File Transport:

Removable media accepted:

- CD-ROM
- 100MB or 250MB Zip disk

Please supply a printout of the disk/CD contents.

e-mail: Files may be sent to: production@abpi.net

The advertiser's name and the issue date should be entered in the subject field. Compress files using Stuffit (Macintosh) or Zipit (PC). A faxed proof must accompany all e-mailed submissions. (See Proofs)

Contact Information: Please include the name and telephone number of the person responsible for creating the files.

Shipping/Transmission Information:

Send all materials to:

Production Department

ABP International, Inc.

1466 Broadway, Suite 910, New York, NY 10036

Phone: 212-490-3999

Fax: 212-822-2036

e-mail: production@abpi.net

Questions regarding file preparation?

Call 212-490-3999 and ask for the art director of *NASA Tech Briefs*.

If a PDF cannot be supplied, native files may be sent using the following file specifications.

Platform:

Macintosh preferred; PC acceptable

Applications:

- Quark Xpress

Save files with Quark Xpress 6 or earlier compatibility. Create document to ad size, i.e. full page ads to magazine trim size (7.875" x 10.5") with bleed extending off the page .125". All image files and fonts must be included. PC fonts will be substituted with the closest Macintosh equivalent. Colors must be in CMYK. Don't use RGB or spot colors and make sure the "spot color" box is not checked. Do not use the type palette to style fonts.

- Adobe Illustrator

Save files with Adobe Illustrator 10 or earlier compatibility. Save files as an EPS. Convert all type to outlines. Use CMYK colors only. Don't use RGB or PMS/spot colors. Embed all placed images saved as a 300-dpi CMYK EPS or TIFF.

- Adobe Photoshop

Save files as TIFFs at 300-dpi (600-dpi minimum for line art). All files must be in CMYK mode. Do not save with LZW or JPEG compression. Save with Macintosh (8 bts/pixel) or TIFF (8 bts/pixel) preview with binary encoding. Do not embed color profiles.