

Digital Specifications for Advertisements

Please follow these specifications carefully to avoid incurring additional charges.

Please provide digital material.

General Information

Printing Process

Standard four-color printing process is used. PMS colors used by you should be converted to process, keeping in mind that these colors are used for your guidance only. We do not match PMS colors. You will be charged extra to print PMS colors.

Proofs

A matchprint-type proof for each ad is requested. Please note that proofs from color copiers and laser prints are not acceptable for color guidance.

Fonts

Type 1 fonts are acceptable. Include all screen and printer fonts. Do not use True Type fonts or stylized fonts. Similar fonts will be substituted if needed.

Specs for Digital Files - General Info

- Only CDs, Zip disks, Jaz disks or 3 1/2" floppies accepted.
- Artwork should be created/sent in at least 300 dpi for grayscale and color; 800 dpi or greater for line art.

Requirements

- File formats must be .tif, or (generic or Photoshop) .eps.
- All files must include a hard copy.
- Files must include company name, contact name, and phone number in case there are problems with the file.
- All photos must be scanned to a resolution of 300 dpi or greater at final size.

Software-Specific Files

QuarkXpress

- Disk must include all fonts and graphics used in the Quark document.
- File format required is .qxd.
- Printout of document must accompany file.

Adobe Illustrator

- All fonts must be converted to outlines, all images embedded, and all color used must be CMYK process.
- File format required is .eps.

Adobe Photoshop

- File mode must be grayscale for B&W ads or CMYK for color ads.
- File format required is .tif or .eps at 300 dpi or greater at final size.
- All artwork must be clearly marked with company name, contact name and file name.

Shipping

Please ship materials to Production Department, Magazine name (RIS, HT, etc), 4 Middlebury Boulevard, Randolph, NJ 07869.

Questions

If you have any questions, please call (973) 252-0100 and speak with someone in the Production department.

EDGE
COMMUNICATIONS

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Selling Christmas Decorations, Selling Halloween, Greetings etc, Commercial Christmas Décor*