



# Client Guidelines for Preparing Electronic Ad Materials for Production

## Preferred file format: PDF X/1a

The PDF X/1a format is the preferred format for file submission. Careful attention must be paid to the proper creation of PDF files to ensure that they will reproduce correctly. Choose “PDF X/1a” or “Press Quality” in your job options when creating a high resolution PDF. The original files that you are making the PDF from should also be high resolution. Make sure images are 300 dpi and proper fonts are loaded and embedded.

## Accepted Native Page File Formats

### Page Layout Application

- Cygnus accepts current versions of InDesign and QuarkXPress files.
- Ads should be created to correct ad size dimensions. If you are unsure of the ad size, please contact the publications advertising service representative.

### Vector Art Programs

- Cygnus accepts current versions of Adobe Illustrator files. Files should be saved as an “Illustrator EPS”.
- Supply all final vector EPS files that are used within the page layout application.

### Pixel Based Programs

- Cygnus accepts current versions of Adobe Photoshop files.
- We prefer 4/color images be saved as composite TIFF files or, if a clipping path is being used, as an EPS file.
- Supply all images as either CMYK or grayscale high res. (300 dpi) images.
- Black and white line art should be in bitmap TIFF (1200 dpi) format.

## Acceptable Fonts

- OpenType fonts are preferred.
- Postscript Type 1 fonts and include both the appropriate screen & printer fonts that are used in the page file. Avoid using TrueType fonts.

- Do not apply style attributes to fonts from within page layout application.
- LaserWriter “City” fonts (i.e. NewYork, Geneva, Chicago etc), cannot be used in production. There are no matching printer fonts.
- If any customized fonts are used in page files or fonts are used in vector EPS files, both the screen and printer fonts must be supplied.

## Page File Print Outs

- Supply final color or b&w laser printouts at actual size (100%) with no corrections noted. If the image area in the page file exceeds the size of a laser, the customer should maintain 100% output.
- If possible, its beneficial to output final printouts with “registration marks”. This places crop marks on the edges of the file, and also prints the name of the file at the top of the page.
- Note any special instructions directly on your provided laser proofs.
- If fifth or spot colors (actual PMS color) are to be used, they should be clearly indicated.

## How to Get Your Files to Us

**Accepted Removable Media:** CD-Rom, DVD

### Electronic Delivery

- Email – Please contact your MPR for an e-mail address. File(s) must not exceed 10Mb in size.
- FTP – If file(s) are larger than 10Mb they can be sent via our ftp site – <http://webftp.cygnuspub.com>. Detailed instructions are provided on the site.

## Contact Information

For technical questions please contact:  
Scott Shearer, Prepress Manager: 920-568-8331 or  
sshearer@cygnuspub.com

Please note: Cygnus Business Media will not be held responsible nor issue any make-goods for electronic ads that do not follow these guidelines.