

# Advertising Graphics Guidelines

When submitting ads electronically, please observe the following guidelines. Our layout department is on a Macintosh network, but we can accept files created on other platforms.

**The preferred file type is a high-resolution portable document format (.pdf) file.** The file should be generated as a high-quality-print or press-quality .pdf. We recommend saving file as a native .pdf file or PostScript file, then opening it in Acrobat 5 or higher and saving it as an Acrobat .pdf. Please make sure that all fonts are embedded in the document.

Advertisements can also be submitted as .tiff, .eps, .jpg or .pdf files at **300 dpi in CMYK colors (no spot or PMS colors)** that can be imported directly into Adobe InDesign or native files created in Adobe Acrobat, Adobe Illustrator, Adobe InDesign or Adobe Photoshop.

If sending an ad created in Illustrator, InDesign or Quark, please include all elements used to create the document, including printer and screen fonts, or convert files to an editable (.pdf) file using Adobe Acrobat.

Graphics files used to create any ad – whether submitted as a .pdf or as a native file – should be vector-based or have a resolution of at least 300 pixels per inch at full size as used within the ad or graphic. **Graphics should be converted to CMYK with no spot or PMS colors used in any element of the ad.**

Black and white bitmap files should be submitted at 600 dpi.

## FILES WE CANNOT USE

Our art department can accept files from virtually all professional publishing and graphics software, if properly saved in the formats described above. However, we cannot accept any electronic art created using WordPerfect, ClarisWorks, Microsoft Works, Microsoft Word, or PowerPoint. If you have artwork that was created using one of these programs, please contact us to discuss an alternative solution.

## SUBMITTING YOUR AD FILES

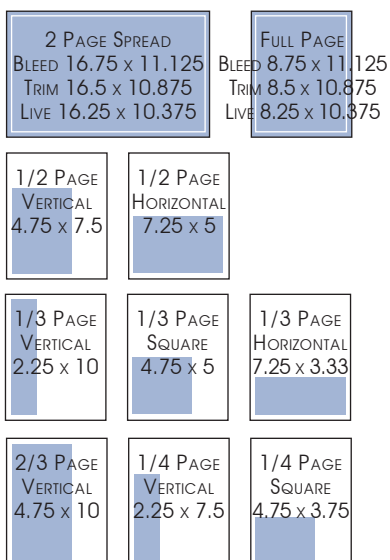
Files up to 10MB may be sent via e-mail to [jennifer@multilingual.com](mailto:jennifer@multilingual.com)

Files larger than 10MB can be placed on our ftp site at <ftp://ftp.multilingual.com>. The upload folder can be accessed by using "advertising" in the "user name" field and "sendAd" as the password. In Transmit use server: [www.multilingual.com](http://www.multilingual.com), user name: advertising, password: sendAd. Please notify [jennifer@multilingual.com](mailto:jennifer@multilingual.com) when uploading files.

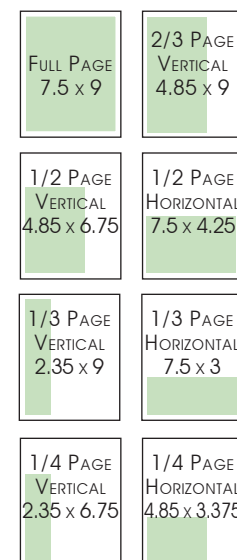
## SUBMITTING YOUR LOGO

Logos should be prepared following the same guidelines, 300 dpi at 2.5 inches wide, CMYK colors.

## DISPLAY AD DIMENSIONS



## BUYER'S GUIDE AD DIMENSIONS



## PRODUCTION RATES

**Ad production** – We can create a custom ad to your specifications. Contact us for time estimate: \$100 per hour

**Late ad placement** – To place ads that are received after the Advertising Materials Due date listed on the calendar: \$250

**Color conversion** – Any ad or logo that has not been converted to CMYK colors: \$75 per color