

## Supplying advertising artwork

Some of the publications that we design include advertising material supplied by our clients or their agencies. To get the best results from these we have prepared some general information – but please contact us for specifications for a particular publication, or for any more advice or help:

### File format

Files should be supplied as either vector format (eg Illustrator eps) or – preferably – press quality pdfs. These formats are specified for several reasons:

- Locked formats such as these minimise the risk of unexpected results when processing. “Open” files such as Quark, In Design etc supplied with fonts and images can behave unpredictably – text can reflow, images disappear etc. This then involves somebody troubleshooting and fixing the problem, which wastes time if we have to send the file back to the original agency, or is chargeable if done by us. Of course, supplying a locked file means that we are unable to make changes, so do please ensure that everything is signed off and the tech specs have been followed before supplying to us.
- We don’t infringe font copyright if files are supplied with embedded fonts.
- Both formats give best results for type – bitmap formats such as jpg or tiff are made up of pixels and can give jagged edges or a blurred appearance to type. Please see our information on vector and bitmap files for more details.

### Creating an Illustrator file

- As well as general specifications below, please ensure that all type is supplied as paths.

### Creating a pdf file

- As well as the general specifications below, it’s essential that pdf files are created through Acrobat Distiller. If there are no specific Distiller settings\* use the “press quality” option. Please particularly ensure that all elements are in CMYK if the ad is in colour – RGB elements will print in black and white!

\* Some publications have individual Distiller settings specified by the printer – we will supply these to you for your agency if so.

- Although other programmes such as Word include a “make pdf” option – these pdfs are not press quality and will not produce professional results.

### Size

- Please contact us for the exact size in mm for the publication your ad is appearing in. An ad can only be resized by us if the artwork is in exact proportion, and is within 130% of final size if it contains images.

## Colour

- Mono ads should be prepared to the default black setting with all images optimised for mono use.
- If your ad is to appear in a full colour publication, it is vital to ensure that all elements (images, logos, coloured type) are prepared in CMYK separations before making your final pdf file. If an element is in RGB colour, it will print black and white – but, deceptively, it may look fine on screen as that's an RGB environment. RGB elements can only be detected at flight check, or (expensively) at proof stage! PMS (Pantone) colours should also be converted to CMYK before the final file is made.

Your agency should do this for you, but please do check as the file will need to be returned and resubmitted if incorrect.

## Image resolution

- A general rule of thumb is that images should be at a minimum resolution of 300dpi at the size they will print. Again, viewing images on computer screens can be deceptive – screen resolution is lower than print resolution so images that appear OK on screen may still be unacceptable when printed.

## Minimum font and rule specs

- These depend on the method of printing – an ad appearing in a newspaper type publication will have less tolerance for fine rules and small type – particularly if type is to appear on colour or reversed out. Please contact us for advice on this issue if it is relevant to your ad.

## Proofs

- It is always wise to supply a contract proof with your artwork, so that we can check the results you are expecting. If you are supplying files electronically, please include a pdf either as the artwork or as a proof (mark clearly which is the final artwork!). Electronic proofs can only be used as an indication of layout, not for colour.

## Artwork transfer

- You can supply your artwork on CD, DVD, or electronically by email or ftp.
- Emailed files should be less than 5Mb.
- We can set up an ftp site for regular ad supply. Please contact us if that would be useful for you (you'll need ftp software for this – we can advise).

**We trust that you find this information interesting and useful, and we welcome your feedback at [info@landb.co.uk](mailto:info@landb.co.uk).**

*Information is based on our experience and should not be taken as official or legal advice.*