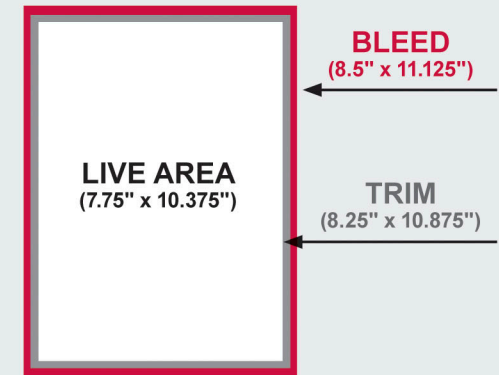


Preparing Your Ad

When preparing your ad, please ensure the following:

- All images that are being used are of high-resolution quality **no less than 300 DPI**.
- The color mode is defined as **CMYK**, not RGB.
- Full-page ads are set up to a trim size of 8.25" x 10.875" with a .125" bleed along the top, bottom and outside edges of the ad. This will make the total page size 8.5" x 11.125".
- Fractional ads should be sized exactly to AWCI's Construction Dimensions specifications. Ads exceeding their allotted size will be adjusted to fit the defined space.
- Ad copy within full page ads should remain within the live area specs of 7.75" x 10.375".



Submitting Your Ad PDF

While your ad was most likely created in a layout program (InDesign, Quark) or a graphics program (Illustrator, Photoshop), **the most efficient and preferred file format to use when submitting your final ad is a PDF.**

- The most recent versions of the previously mentioned layout and graphic programs allow you to save or export your file as a PDF.
- Prior to PDF creation, ensure that all images/graphics are of **300 DPI** high-resolution quality with a **CMYK** defined color mode. All **type should be converted to outlines or rasterized.**
- If possible, save your ad with a **PDFx/1a preset**. This option checks that all your images are high-resolution and CMYK. In addition, all fonts that are used will be embedded within the document.
- If exporting your full page ad file as a PDF in InDesign or Quark, make sure to **set your bleed settings at .125"**.

Submitting Your Ad TIF or PSD

If you're submitting your ad as a TIF or PSD file, please ensure the following:

- Because bleeds cannot be predefined in most image programs (i.e., Photoshop), make sure your document size is set to 8.5" x 11.125". Then create guides sized to 8.25" x 10.875" (to account for the trim area) and 7.75" x 10.375" (to account for live area—keep ad copy within this area.)
- If saving as a PSD, all text layers should be rasterized and the image should be flattened.
- If saving as a TIF, the byte order should be set to PC and no layer/image compression should be applied. All text layers should be rasterized and the image should be flattened.
- Files should be set to a **CMYK** color mode with an image resolution of **300 DPI**.

Submitting Your Ad AI or EPS

If you're submitting your ad as an AI or EPS file, please ensure the following:

- Because bleeds cannot be predefined in most vector programs (i.e., Illustrator), make sure your document size is set to 8.5" x 11.125". Then create guides sized to 8.25" x 10.875" (to account for the trim area) and 7.75" x 10.375" (to account for live area—keep copy within this area).
- All fonts **must be converted to outlines.**
- The transparency flattener must be set to high-resolution.
- Any images placed within the file need to be **embedded**, not linked.
- The **document raster effects settings** should be set to **CMYK, 300 PPI resolution with anti-alias checked.**

Fuji SWOP Proofs

Fuji SWOP proofs provide the most accurate color representation of your printed ad prior to being printed for publication. It is **highly recommended** that you provide a Fuji SWOP proof with your submitted ad to ensure color consistency.

- Without a Fuji SWOP Proof of your ad, **color accuracy cannot be guaranteed.**
- For a charge, *AWCI's Construction Dimensions* can have a Fuji SWOP proof of your ad created.

For More Information CONTACT

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