

The guide was written under the assumption that your ad is being created using industry-standard software from Adobe. An ad that has been created using non-industry standard software (example: Microsoft Word, Microsoft Publisher, etc.) will not produce professional level results. Ads created using QuarkXpress should follow the same guidelines listed below, though some features, such as Color Synchronization, are exclusive to Adobe products.

PREPARING AD

The following guidelines are to be followed to ensure your ad prints as intended.

Setup a full-page ad to a trim size of 8.25" x 10.875" with a .125" bleed along the top, bottom and outside edges of the ad. The total dimension size is 8.5" x 11.125".

Contain ad copy within the Live Area specs (7.75" x 10.375").

Convert Pantone swatches to 4-color (CMYK) builds.

Ensure images are no less than 300 DPI.

Set Color Mode to CMYK, not RGB.

Fonts should be converted to outlines.

Fractional ads should be sized to AWCI's Construction Dimensions specifications.

Ads exceeding their allotted size will be adjusted to fit the defined space.

SUBMITTING

The following guidelines are to be followed to ensure your ad is properly submitted.

All Pantone swatches MUST be converted to 4-color (CMYK) prior to submitting PDF to AWCI's Construction Dimensions.

Ad should be submitted as a PDFx compliant file using the PDFx1a or PDFx4 preset within the PDF Export dialog box.

Ensure bleed settings are set to .125" within the PDF Export dialog box..

Check that all copy is within the Live Area dimensions (7.75" x 10.375") so that it's not trimmed off.

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.

TIPS

It's best practice to enable "Overprint Preview" within your design program when creating your ad. When enabled, it will allow you to immediately see any potential transparency issues.

A Pantone swatch can be easily converted to a CMYK build within the Swatch panel of InDesign.

It's best practice to synchronize the Color Settings of all Adobe apps. Do this by opening Bridge and going to Edit>Creative Suite Color Settings and selecting "North American Prepress 2." Click "Apply" when finished."

Some fonts have embedded restrictions that may prevent them from being embedded in a PDF. For this reason, create a copy of your working file and convert all fonts to outlines prior to rendering a PDF of the ad.

FOR MORE INFORMATION

Valerie Laub
Advertising Business Manager
513 West Broad Street
Suite 210
Falls Church, VA 22046-3257
PH: 703.538.1607
laub@awci.org

