

## Preferred File Format / Upload / Preflight

Advertisers are encouraged to upload PDF X1A Version 1.3 (Adobe 4 compatible) files to SendMyAd at [informa.sendmyad.com](http://informa.sendmyad.com) provided they are prepared for press-optimized printing in CMYK color mode with fonts embedded. More information on creating acceptable PDF files is at [sendmyadhelp.com](http://sendmyadhelp.com). PDFs will be preflighted for errors. Some size and bleed errors can be corrected by repositioning right in SendMyAd instead of uploading a revision. All ads will require a final approval from you after preflighting.

## Proofs

For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.). Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof. Informa Connect does not create halftone proofs.

## Photo Elements

300 dpi, actual size; CMYK color model; .TIF or .EPS format.

## Line Art / Text

600 dpi minimum; CMYK color model; .EPS or .TIF format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems at press.

## Color Tone Values

To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=50, Y=50, K=100). Any one color with a required value over 85% should be made solid. Raster images from PhotoShop should also not exceed the 300% ink saturation limit. Backgrounds with a fill of 100% on each of the CMYK plates would equal 400%.

## “Registration” Color Use

“Registration” in the color palette should never be used. The total ink percentage is 400% and could cause problems on the printing press.

## Color Mode

Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color mode will be converted to CMYK with black text being converted to 100% black if possible.

## Spot Colors

PMS spot colors should be converted to CMYK in the colors palette prior to saving a PDF since colors do not always convert accurately. Transparent drop shadows sitting on top of a PMS color can cause problems.

## Lettering

Reproduce all reverse lettering with a minimum of colors. Type smaller than 8-point with fine serifs should be avoided. Small CMYK or RGB black text will be converted to 100% black if possible.

## Usage Rights of Submitted Ads

**Fonts:** Informa, Nation's Restaurant News, Supermarket News, and CSP require all fonts to be open source to avoid any usage fees from licensed fonts. Advertisers submitting materials must have the right to use the fonts present in the advertising creative submitted. If there is any doubt, open-source fonts must be used.

**Images:** Advertisers must have the rights to use all images included in advertising submitted.