



# informa

## Print Ad Specifications and Guidelines

**The following specifications and guidelines have been prepared to ensure the accurate reproduction of your important advertising message.**

**Preferred File Format/Preflight:** We prefer PDF/X-1a PDF files and that they be uploaded to SendMyAd at <https://informa.sendmyad.com>. PDFs should be in CMYK color mode with all fonts embedded. Download Informa's PDF export setting for InDesign at <https://assets.informa.com/sma/informaPDFExport.zip>. More information on creating acceptable PDF files is at <http://sendmyadhelp.com>. PDFs will be preflighted for errors and converted to PDF/X-1a. 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. If you do need to upload a revision, please revise your previous upload instead of starting a new one.

**Proofs:** For critical color matching 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 does not create SWOP proofs.

**Photo Elements:** Images should be 300 dpi, CMYK color model, TIF or EPS format.

**Line Art/Text:** 600 dpi minimum, CMYK color mode, .EPS or .TIF format. In Photoshop, black text should be created in the 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 100%. 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% and should not be used. A suggested, good rich black - C-60%, M-40%, Y-40%, K-100%.

**Never use the color "Registration".** It is only meant to be used for crop and registration marks.

**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:** Please convert all PMS spot colors to CMYK in the colors palette prior to saving a PDF to avoid color conversion issues. Transparent objects on top of a PMS color can cause problems when the file is converted to CMYK and PDF/X-1a within SendMyAd.

**Lettering:** White 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.

*For additional preparation guidelines and file delivery information,  
please contact the publication's Production Coordinator.*