

AD SPECIFICATIONS

ACCEPTED FILE FORMATS

We can accept only PDFs and TIFFs.

SUBMITTING YOUR AD AS A PDF

PDFs allow for the highest quality printing of your ad and are preferred over a TIFF. When submitting a PDF, you must follow these guidelines or the ad will fail our preflight check and be sent back to you for correction:

- All transparencies must be flattened.
In **Acrobat Professional**, use Tools > Print Production > Transparency Flattening;
In **Illustrator**, use Object > Flatten Transparency.
- All fonts must be embedded or converted to outlines.
- All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
- All images must be 300 dpi.
Do NOT resample image in Photoshop if resizing file from an original resolution lower than 300 dpi.
- The PDF size must match the ad size exactly. (In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.)

SUBMITTING YOUR AD AS A TIFF

We will accept a TIFF only if you are unable to provide a PDF made according to the guidelines above. When submitting a TIFF, you must follow these guidelines or the ad will not print properly.

- File must be flattened (no layers).
- All images must be CMYK (for 4-color ads) or GRAYSCALE (for black & white ads).
- All images must be 300 dpi.
Do NOT resample image in Photoshop if resizing file from an original resolution lower than 300 dpi.
- The TIFF size must match the ad size exactly. (In other words, do not submit a 2.5" x 2.5" ad floating on a page that is 8.5" x 11" Full page ads that bleed must include trim lines set to 8.125" wide x 10.875" high and should bleed 1/4" in each direction.)

SENDING US YOUR AD

- 1.) CD-ROM – Send to: Production Coordinator
Metrosource Publishing
180 Varick Street, Suite 504
New York, NY 10014
- 2.) E-MAIL – Send to: production@metrosource.com
(Stuff file if over 2 MB.)