

Four-color electronic (digital) ad submission requirements:

Since the beginning of 2003, we have been producing issues of TEST Engineering & Management magazine using an all-digital pre-press process. We are, of course, still a print publication, so by the time each issue reaches the press it's still the same ink-on-paper process as before. But prior to that point, ad submission requirements are quite different from in the past.

Preferred materials for four-color ads are now PDF files, and such digital ad files must be submitted following our guidelines listed below. Please pay close attention—our requirements are relatively simple and straightforward, but you can wreak havoc by ignoring them! Also please note that we will only guarantee color if you supply us with a **print-quality** match print, just as in the “old” days of film. If you do not supply us with a print-quality match print, we will *not* guarantee color. We no longer accept film for 4/C ads.

BLACK-and-WHITE and TWO-COLOR ads: turn page over for requirements.

FOUR-COLOR ad requirements:

1. Supply us with a “print-ready” or “press-ready” PDF, saved as a PDF 1.3 file.
2. Optimum resolution is 300 dpi for color *images* in the ad, and 1200 dpi for *bitmap* elements in the ad, but must not be lower in either case.
Note that image resolutions higher than 300 dpi will largely just go to waste.
3. Embed all fonts before making the PDF. (Do not send screen and printer fonts used in the ad as an alternative; this is no longer a viable option.)
4. Remove all ICC profiles before making the PDF, to prevent doubling the dot gain during printing. This avoids fuzzy images and muddy colors in your ad.
5. Remove all transfer functions from images in the ad before making the PDF.
6. Convert all RGB, PMS, and/or spot color to CMYK before making the PDF.
7. Supply us with a print-quality match print.
8. E-mail the PDF to **eve@testmagazine.biz**, or send it on a disk or CD.
9. Send the PDF as early as possible to allow time for assessment and time for you to remake the PDF, should that be necessary.

There are some other possibilities, but submitting PDFs is ideal. We are working in a Mac G4, running both OSX (10.4.6) and Classic Mode. We use Adobe Acrobat 7.0.5. We also use Photoshop CS2 9.0 ; Illustrator 10.0; and lay out in Adobe In-Design CS2, and could potentially accept files created in any of those programs.

But—if you absolutely cannot supply a PDF, call to discuss alternatives!