

International Union of Crystallography Newsletter

Guidelines for Sending Digital Ads

PDF/X1a Specs:

PDF/X1a format is the preferred file format for file submission. Careful attention must be paid to the proper creation of PDF/X1a files to ensure that they will reproduce correctly.

- * PDF/X1a file saved on a 100 MB Zip, CD-ROM or sent via FTP (contact the Editorial Office for details)
- * All High-resolution images and fonts **must be embedded** in the PDF/X1a file
- * Only use Type 1 Fonts - No TrueType fonts
- * Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 266 and 400 dpi
- * Total area density should not exceed SWOP 300% TAC
- * **Do not embed ICC profiles within images. Do not use RGB or JPEG images. Do not nest EPS files within other EPS files**

Other Acceptable Digital Ad Formats:

- * TIFF or EPS

Mechanical Requirements

Trim Size: 8.125 x 10.875 with 1/8" trimmed off each outside edge

Bleed Size: 8.375" x 11.125"

Live Matter: At least .375" inside all four edges of trim

Binding: Saddle wire

Halftones: 133 - 150 screen (133 preferred)

Please submit the following with you artwork:

- * Digital proof (Color or B&W) representing the final digital file
- * Please fill out a Insertion Order Form when sending materials
- * PDF for inclusion in the web version of the Newsletter

Color:

Send all files in CMYK mode unless a spot color is specified, RGB files must be converted to CMYK. Please indicate any spot Pantone™ colors on the Digital Ad Submission checklist.

Embedded Fonts:

All EPS and PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported, however, please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement.

Embedded Images:

Include all graphic images (i.e. logos, digital artwork). Minimum resolution required is:

- * 300 dpi for full color artwork or grayscale
- * At least 1,200 dpi for bitmap (B&W/line art)
- * Images and logos from Websites are NOT usable for print ads

Send material to the Editorial Office.

Patricia Coley
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IUCr Newsletter Insertion Order Form

General Information

Advertiser _____

Ad Agency _____

Agency Contact: _____

Contact Tel: _____

Contact E-mail _____

Other Information _____

Publication Name _____

Publication Issue _____

Trim Size _____

Media Requirements

Please fill out the form below submit with your artwork or fax to: Patricia Coley, (716) 898-8695

No.	Name	Ad Type	Final Size (w x h)	File Format	Fonts	Digital Proof
1	_____	<input type="checkbox"/> Black & White	<input type="checkbox"/> Full Page	<input type="checkbox"/> PDF/X-1a <input type="checkbox"/> PDF for web	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No What Type? _____
		<input type="checkbox"/> 4/c Process	<input type="checkbox"/> 1/2 Page Horizontal	<input type="checkbox"/> EPS	_____	
		<input type="checkbox"/> 2/c Process _____ & _____	<input type="checkbox"/> 1/2 Page Vertical	<input type="checkbox"/> TIFF	_____	
		<input type="checkbox"/> PMS Color _____ & _____	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> Paper/Film	_____	
2	_____	<input type="checkbox"/> Black & White	<input type="checkbox"/> Full Page	<input type="checkbox"/> PDF/X-1a <input type="checkbox"/> PDF for web	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No What Type? _____
		<input type="checkbox"/> 4/c Process	<input type="checkbox"/> 1/2 Page Horizontal	<input type="checkbox"/> EPS <input type="checkbox"/> TIFF	_____	
		<input type="checkbox"/> 2/c Process _____ & _____	<input type="checkbox"/> 1/2 Page Vertical	<input type="checkbox"/> Paper/Film	_____	
		<input type="checkbox"/> PMS Color _____ & _____	<input type="checkbox"/> 1/4 Page		_____	
3	_____	<input type="checkbox"/> Black & White	<input type="checkbox"/> Full Page	<input type="checkbox"/> PDF/X-1a <input type="checkbox"/> PDF for web	_____	<input type="checkbox"/> Yes <input type="checkbox"/> No What Type? _____
		<input type="checkbox"/> 4/c Process	<input type="checkbox"/> 1/2 Page Horizontal	<input type="checkbox"/> EPS	_____	
		<input type="checkbox"/> 2/c Process _____ & _____	<input type="checkbox"/> 1/2 Page Vertical	<input type="checkbox"/> TIFF	_____	
		<input type="checkbox"/> PMS Color _____ & _____	<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> Paper/Film	_____	