

Electronic File Ad Submission Checklist

- Document includes trim marks identifying the final viewable ad size.
- All images are of sufficient resolutions between 300 dpi (Minimum) and 600 dpi.
- Save File as a PDF/X-1a.
- Color space is 4/Color Process (CMYK) Cyan, Magenta, Yellow & Black.

Electronic File Submission

General Production Notes

LTEN Focus on Training Magazine is a Digital Only Publication utilizing Hypertext Markup Language (HTML) techniques with Cascading Style Sheets (CSS) and Custom Scripting Languages such as JavaScript. When preparing Digital Advertising Art restrict the use of fine lines and small lettering to one color only. Avoid small letters with fine serifs when using screened or reverse lettering and when over-printing text, background tints should be limited to 30% in any 1-color, not exceeding 90% in all 4-Colors. Maximum Density (DMAX) should not exceed 360%.

LTEN Focus on Training Magazine is produced using 100% electronic work-flows and accepts Digital Advertising Art exclusively. Documents should be submitted as Adobe Print-Optimized PDF's (Portable Document Format). **The preferred file format is PDF/X-1a 2001 (See/Below).** Design, pre-press, proofing and other creative services are available. Contact the publisher for additional information and pricing regarding these services.

Electronic File Submission

PDF/X-1a is the preferred pdf file setting. This PDF/X-1a setting in conjunction with creating the ad with high resolution art gives the best results for viewing your ad. This PDF/X-1a setting is preferred to other settings and gives better results. If you cannot create a PDF/X-1a try and troubleshoot the ad or make a pdf with the PRESS QUALITY setting.¹

Graphics & Text

We strongly recommend Adobe Illustrator and Photoshop for all graphic files. Graphics that have been originally created for internet use are unacceptable. Print production graphics should have resolutions between 300 dpi (Minimum) and 600 dpi. For best results, scale your images in the native application and import these images at 100% into the page-layout document. The default color space is 4/Color Process (CMYK) Cyan, Magenta, Yellow & Black.

Adobe Illustrator and FreeHand are drawing applications that produce outlined images or vector/object-oriented art. Adobe PhotoShop is used for image manipulation and image assembly producing continuous tone art. Composing text should be done in the page-layout application (i.e., QuarkXPress, In-Design). Illustrator and FreeHand files should be imported into the page-layout document as out-lined or vector art. Also; When working with fonts in Illustrator, always Convert to Outlines before saving and importing. PhotoShop files should be imported as continuous tone art.

File Preparation

Provide PDF's at the final size with crop marks. If the ad is a full page, please add bleed (0.125") to all four sides. Keep all pertinent text and graphics (.375) from final trim. Documents must include trim marks identifying the final viewable ad size. Keep all pertinent text and graphics (.375) from final trim.

¹Here are some of the technical reasons for using the PDF/X-1a setting:

PDF/X-1a is the preferred file format, based on the Adobe Acrobat (4.0/1.3) specification profile which has become the (ISO) Standard for data exchange within the graphics arts industry. It conforms to the much stricter requirements of commercial pre-press and is a self contained, platform independent file that when created properly will eliminate many common technical issues.

PDF/X-1a files contain all embedded fonts, graphics, color data and layout structure eliminating the possibility of font substitutions or missing art elements. It is much smaller in size than TIFF/IT (Tagged Image File Format/Image Technology) or PostScript (PS) Files, and will display exactly what was originally created, regardless of the operating system or software application being used. Also; PDF/X-1a provides flattening of all native file layers and is compatible with most ripping work-flows in the industry.



Contact **Gregg Haunroth**, LTEN Director of Sales, for advertising and sponsorship opportunities! | ghaunroth@L-TEN.org | (608) 562-6537