

# FAQ | Specifications for Electronic Ad Submissions

**PLEASE READ THE FOLLOWING SPECIFICATIONS CAREFULLY.**

Files received that do not fit the specifications listed below will have to be re-submitted. Problematic files cause delays in production and will jeopardize your placement. We are not responsible for the quality of the final ad if the files submitted do not match our specifications!

## **What Platform(s) do you Accept?**

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**Macintosh files only.** We work in system 10.3.9

## **What File Format(s) do you Accept?**

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- **Adobe PDF (This is our preferred file format.** Please see notes below)
- **Quark XPress (6.5 or earlier)**
- **Adobe Illustrator (CS or earlier)**
- **Adobe Photoshop (CS or earlier)**  
-photo shop document or tiff  
(include layers)

## **How Should I set up my file?**

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- **PDF FILES:** When distilling PDF files, please make sure to **embed all fonts, include all images** and to **set acrobat distiller to “print” mode.**
- **RESOLUTION**
  - Standard Ads: Minimum 250 dpi (100 line screen)
  - Cover/Glossy Ads: 300 dpi (150 line screen)
- **IMAGE FILES:** Please include **all** pictures, logos, and visual elements used in your ad.
- **FONTS:** If sending a Quark file, include all printer and screen fonts (post script fonts only).  
Illustrator EPS files should have all type converted to outlines.
- **COLOR:** All 4/C ads must be sent as **CMYK** color. Please **NO RGB** files!  
Black & white Photos must be sent as **Grayscale.**

## **How do I get my file(s) to you?**

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- **E-mail:** If your file(s) is less than 10 megabytes, E-mail it to us directly at: **artwork@frontierspublishing.com**, in the subject line of your e-mail, include **your** company name and your Account Representative’s last name in square brackets, i.e. [Smith].  
Please name the attached art file with **your** company name, not “Frontiers”
- **Media:** We accept CD media **only**

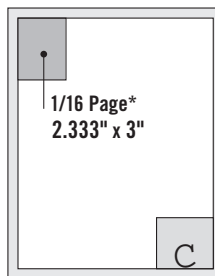
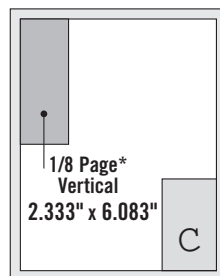
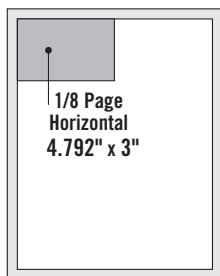
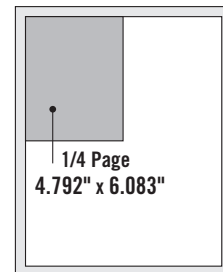
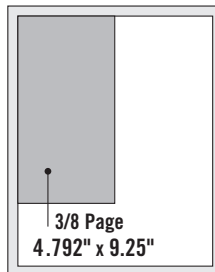
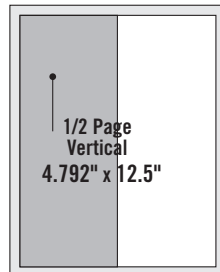
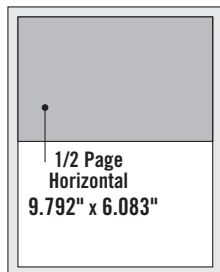
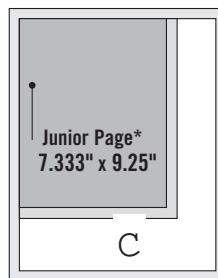
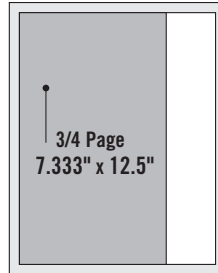
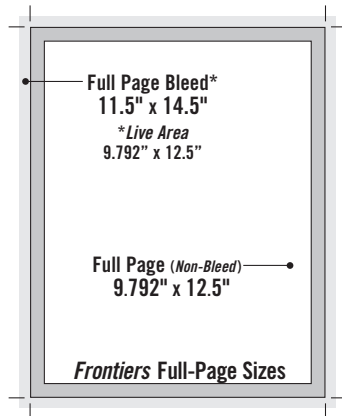
## **Is there a charge if my file arrives late or needs to be modified?**

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**YES!** A **late charge** will apply for files received after the published artwork deadline. Art charges will also apply for files in need of modification. Contact your ad representative for updated deadlines, charges and the practicality of your artwork request.

## Ad Dimensions

(Measurements are provided in inches)



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### \*Special Sizes for Classified Ads

The following classified ad sizes differ from those created for the main section of the magazine. (All other ad dimensions are the same in both sections.)

**Junior Page**  
8.167" x 9.25"

**1/8V Page**  
3.167" x 5"

**1/16 Page**  
3.167" x 2.5"

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