

Christian Retailing Digital Ad Guidelines

WE ONLY ACCEPT SINGLE IMAGE EPS OR TIFF FILES WITH ALL FONTS CONVERTED TO OUTLINE OR PATHS AND ALL IMAGES EMBEDDED. IF CLIENT IS UNABLE TO ADHERE TO THIS SPECIFICATION, STRANG COMMUNICATIONS IS NOT RESPONSIBLE FOR ANY MISPRINTING OF ADVERTISEMENT. Listed below are alternate specifications that can be used if necessary. We use Macintosh computers.

1. Acceptable Macintosh Programs:

- Quark 4.1
- Illustrator 8.0 eps or tiff files (If you have a newer version, please save your files in 8.0 format)
- Photoshop 5.5 eps or tiff files (If you have a newer version, please save your files in 5.5 format)
- Files for all other programs (Freehand, etc.) must be converted to Macintosh eps or tiff files to be acceptable.

2. Electronic file requirements:

- Fonts:
 - Macintosh fonts only. PC fonts are not acceptable and will be substituted with similar Macintosh fonts.
 - Postscript fonts only. Truetype fonts are not acceptable and will be substituted with similar postscript fonts.
 - For each font used, provide both Screen Font and Postscript Printer Font.
 - In Illustrator and Freehand files, **CONVERT ALL FONTS TO OUTLINE OR PATHS.**
 - Fonts provided will be used only for your file.
- Images:
 - EPS or TIFF format only. **PDF files are NOT acceptable.**
 - Encoding = Binary; Preview = Macintosh or Tiff (8 bits/pixel)
 - No LZW compression of tiff files
 - No Halftone Screen, Transfer Functions or Postscript Color Management for eps files
 - Effective Resolution between 216 and 266 dpi (Note: DPI divided by Percentage Scaled = Effective Resolution)
 - CMYK or Grayscale only. Any color format other than CMYK will be converted to CMYK and the color may vary from the original file. Note: All colors used in illustrator files must be converted to CMYK.
- Built Colors = Process-CMYK only. Any other color format (Pantone, RGB, TruMatch, Spot, etc.) will be converted to Process CMYK and the color may vary from the original file.
- No compression of files.
- Strang Communications WILL NOT be held responsible for errors in files set up incorrectly. There will be a charge to correct and reoutput any file that outputs incorrectly due to client set-up errors (\$42/hr for production artist's time plus the cost of reoutputting the file).

3. Digital proof requirements:

- Rainbow, Iris, Kodak Approval or Fuji Pictro for ALL color ads. Please indicate on your proof what type it is. No other proof formats will be accepted. If an acceptable proof is not provided by the client, one will be pulled and will be billed to the client.
- B/W laser proof for all B/W ads.
- No color match or text output guarantee if acceptable digital proof is not provided. Color match accountability is to SWOP standards. For more information on SWOP standards go to www.swop.org.

4. Acceptable Media formats:

- 3.5-inch floppy disks ■ 100 MB Zip disks ■ 1 GB Jaz disks ■ CD-ROMs
- E-mail—In order to prevent corruption of files during e-mail transmission, files sent via e-mail should be placed in a SELF-EXTRACTING archive (such as Stuffit). Ask the ad traffic coordinator for the e-mail address to use (varies per magazine). Please indicate advertiser name, magazine/issue in which ad is to appear, and contact person/phone number in e-mail text.

5. Label each disk clearly with the following information:

- Advertiser name / Ad name / Return address information / Magazine name / Issue date
- Printout of disk contents attached to the disk

**If your file is in a program/format other than the ones listed or if you are unsure about whether your electronic file can be accepted, please contact your ad sales rep or ad traffic coordinator to determine whether we can accept your file. We may be able to accommodate some special cases. In the event that we are unable to access your electronic file, please be prepared to send film and proof.*

Guidelines/Dig. A
Updated 3/14/11