

# IOMA's Buyer's Guides: Ad Specs

Thank you for participating in the upcoming IOMA buyer's guide. Please provide us with a print-ready ad for the printed book and a proof ad for the Web version of the buyer's guide and for checking the printed version. Where possible, we prefer all ads to arrive in electronic format.

## Preferred format:

High resolution PDF for printing (also called a production PDF or press-quality PDF); **plus . .**

Low resolution PDF (or compressed JPG) for proofing.

## Checklist for high-resolution PDF:

- All images must be 300 dpi.
- Fonts must be embedded.
- Color must be CMYK (i.e., 4-color). Spot color, Pantone color, RGB color, or indexed color will be converted to CMYK when printed.
- Bleeds and trim marks must be shown.
- Upload the file to the IOMA FTP site if more than 2MB in size. Under 2MB, e-mail to PDamon@ioma.com.
- You should use the Press Quality profile in Acrobat Distiller.**

## Checklist for low-resolution PDF or compressed JPG (for proofing):

- 72-150 dpi
- in RGB color space
- E-mail the low-resolution file to PDamon@ioma.com
- Include contact information for the person who created the artwork

## Ad sizes:

### **Full-page ads:**

- A full-page ad with bleeds must show trim marks at 8-3/8" (8.375) and 10-7/8" (10.875). The ad must include a 1/8" (0.125) bleed on all sides (i.e., x 2), bringing the total size to 8-5/8" (8.625) x 11-1/8" (11.125).
- A full-page ad that does not bleed should go no closer to the edge of the page than 1/4" (0.25).

### **Half-page and quarter-page ads:**

- A half-page ad is 7 inches x 4-3/4 inches (7 x 4.75).
- A quarter-page ad is 3-1/2 x 4-3/4 inches (3.5 x 4.75).

**What is a bleed?** The IOMA buyer's guides are trimmed to 8-3/8 x 10-7/8 inches (8.375 x 10.875 inches). If your image goes all the way to any edge, this is called a bleed. You need to add trim marks and an additional 1/8 inch of image on all sides so that when the final book is trimmed no white space is showing. If your image will have white space on all four sides, there is no need to add trim marks or bleed.

## Other format options:

**If you are unable to provide high-resolution PDF files, here are other options that can be sent via FTP, in order of preference:**

- Generic EPS file with text converted to outlines or curves
- TIFF file with text converted to outlines or curves
- Uncompressed JPG files

You may also send the following formats:

- InDesign files, gathered for service provider and including all fonts and images. Send on a CD. Please note that IOMA is PC-based, and Mac typefaces/fonts are not usable on PCs. So we will not be able to check Mac-based files in these formats for printability until they are sent to our printer.

Other production notes:

- ▶ Scanned line art and type, even if they are in color, must be scanned at 1200 dpi.
- ▶ Scanned art must have a minimum resolution of 300 dpi at 100% of the requested size.

## Unacceptable formats:

- ✗ **Microsoft Office programs (PowerPoint, Word, Publisher) are not graphics programs and do not produce acceptable file formats for printing.** Please **do not** save these files in an acceptable format (*i.e.*, as EPS or TIFF files). These formats are low resolution and suitable for on-screen viewing, not commercial printing.
- ✗ **Graphic files originally created for Internet use are not acceptable.**

## Print Production

**Finished Size:** 8<sup>3/8</sup> x 10<sup>7/8</sup> inches.

**Printing:** The Guide is printed on a 42" press by 4-color (CMYK) process.

**Bleeds:** We require a 1/8 inch bleed (overage of color past the edge)

**Binding:** Guide will be saddle-stitched, 3-hole drilled.

**Color space:** The Guide (ads included) will be printed in four-color CMYK process. All files should be in CMYK-color space. Ads utilizing PMS spot colors will be converted to CMYK. Changing color space may change the tones of certain colors; be sure to preview your artwork as CMYK color (and not as RGB) before sending. Check that there are no colors that will shift or drop out.

## For our sponsors:

### Logo submission for IOMA's Web site:

Unanimated **GIF**, or **JPG**, no more than **200 pixels wide**, and a total of **5K max** file size. We can accept most graphic formats and we will convert them if necessary. If it's more than 200 pixels wide, we will downsize it and the image may become distorted or unsharp. We discourage logos in Word or using WordArt, since they may not yield the correct results.