

GUIDELINES FOR DIGITAL FILES

Due to the wide variety of digital file formats, it is impossible for ComputerEdge Magazine to support all of the formatting choices. Please adhere to the following specifications to ensure accurate output of your ad.

○ PDF

If sending a PDF file, be sure to optimize for print and turn off all compression schemes.

If the PDF file was created in Adobe Illustrator, be sure to **Select All** and **Create Outlines**.

If the PDF file was created in CorelDRAW, be sure to **Export text as Curves**.

○ QuarkXPress

If sending a Quark file, be sure to include all images used in the ad. For legal reasons, we cannot use fonts provided by clients unless we also own the fonts. Please call to check if the fonts you're using are on our font list. If not, we reserve the right to substitute your fonts with similar ones from our font list.

○ Adobe Illustrator EPS (Spot Color Ads)

If sending an Adobe Illustrator EPS file, be sure to **Select All** and **Create Outlines**.

We do not recommend submitting your ad as a Photoshop file or any bitmap file. The text will be fuzzy and difficult to read in most cases. Photoshop and other pixel-based programs are designed to create images, which should then be exported to a page-layout program like QuarkXPress, or a vector-based program like Adobe Illustrator.

Production Notes (please check all items)

- Ad dimensions are correct, and bleeds (available for full-page ads only) have been set up to specs.
- All fonts used in the ad are outlined or have been embedded.
- All images used in the ad are included and are in eps or tif format.
- All bitmap images are between 150 and 300ppi.
- **Do not send jpg or gif images – these formats are for Web use and generally not suitable for printing purposes.**

All digital files should be sent to: prod@computoredge.com

For further information, please call 858-573-0315.

Please note: we can design and typeset your ad at no extra charge!