

Guidelines

ELECTRONIC GUIDELINES

Acceptable Media:

CD, email or ftp

Acceptable File Formats:

Macintosh native formats in:

QuarkXPress up to V4.0

Adobe InDesign CS2

Adobe Illustrator up to CS2

Adobe Photoshop up to CS2

Adobe Acrobat V7

Our format preference is PDF (Press Quality)

Submissions:

- Submissions MUST include all supporting graphic files, vector logos, and postscript fonts
- Do not rename fonts. Make sure that both the screen fonts and the printer fonts are included. No True Type fonts. (Failure to complete any or all of these tasks can result in undesirable results.)
- It is advisable and standard procedure to create backup files on anything you send. (We strongly advise that you do not send us the one and only existing disk for any given file.)
- Must supply a hard copy
- Font substitution may be necessary to correct some problem files.
- Resolution should not exceed 300 dpi for CMYK images or 600 dpi for black and white bitmap.
- All colour should be converted to CMYK.
- All compressed files should be .sit or .sea files

Universal formats: TIFF, EPS, JPEG

Required Resolution: 300 dpi, 120 lpi

EMAIL GUIDELINES

- 1 Please be sure to comply with all of the guidelines from the Electronic Guidelines above.
- 2 Name of the file to be emailed should be followed by the appropriate three letter file extension. Example: furniture.tif
This is an appropriate file name for a tif image file being emailed from Furniture Inc.
- 3 If the file to be emailed is larger than 2 MB it MUST be stuffed. After stuffing, a "stuff it" file should read: furniture.sit. Please be sure that the file name (as addressed in the Electronic Guidelines) is correct before condensing. Stuffed files must contain all support files.
- 4 Attach the appropriately named and condensed file to an email and send to: **ads@grandmagazine.ca**
- 5 Please identify the ad as Grand or Rex in the subject line of your email.
The body of the email should contain the file names and formats of any files attached. Please state in your email the original format of these files before it was condensed. Also include the date, name of advertiser, name of agency (if any), contact phone number, and account representative's name. Example: You have attached a zipped.eps image file, which you created in Photoshop and named furniture.zip, the body of the email should look something like this:

10/05/07
Please find attached an advertisement for the July/Aug issue of Grand Magazine for Furniture Inc. prepared by Great Designs.
Phone: 519-555-5555
File Name: furniture.sit
File has been stuffed.
Original file format: EPS
Created in: Photoshop version 6
Rep: Jane Smith
- 6 Finally, please supply a hard copy of the advertisement and support materials to your account representative.

FTP GUIDELINES

- 1 Please be sure to comply with all of the guidelines from the Electronic Guidelines above.
- 2 Name of the file to be posted should be followed by the appropriate three letter file extension. Example: furniture.tif
This is an appropriate file name for a tif image file being sent from Furniture Inc.
- 3 The file to be posted MUST be stuffed. After stuffing, a "stuff it" file should read: furniture.sit. Please be sure that the file name (as addressed in the Electronic Guidelines) is correct before condensing. Stuffed files must contain all support files.
- 4 Log onto our FTP site using this address:
HOST: **192.206.151.19**
USER ID: **emergencyk**
PASSWORD: **all123**
- 5 Drag and drop your stuffed file onto the FTP site to upload it. Once it has uploaded please email us at **ads@grandmagazine.ca** to confirm it is on the site. Please identify the ad as Grand or Rex in the subject line of your email. **The body of the email should contain the file names and formats of any uploaded files.** Please state in your email the original format of these files before they were condensed. Also include the date, name of advertiser, name of agency (if any), contact phone number, and account representative's name. Example: You have attached a zipped.eps image file, which you created in Photoshop and named furniture.zip, the body of the email should look something like this:

10/05/07
There is a file uploaded to the FTP site for an advertisement for the July/Aug issue of Grand Magazine for Furniture Inc. prepared by Great Designs.
Phone: 519-555-5555
File Name: furniture.sit
File has been stuffed.
Original file format: EPS
Created in: Photoshop version 6
Rep: Jane Smith
- 6 Finally, please supply a hard copy of the advertisement and support materials to your account representative.