

# TIME SAVING TIPS

## **IMAGE FILES**

- Include all place files on your disk, including those placed or embedded within these files.
- We accept TIFFs, EPS, and DCS. Please do not send JPGs, BMP, PICTS, or GIFs.
- Color files should be saved as CMYK.
- Grayscale files should be 8 bit.
- When using Photoshop EPS, the file must be saved with binary encoding.
- TIFFs should be saved in binary MAC format.

## **VECTOR FILES (Illustrator, Freehand, etc.)**

- All vector files should be saved as an EPS.
- Be sure that all fonts are convert to outline.

## **PDF**

- Optimize for the Press. If you are in doubt about the best setting for optimization, call us.
- Embed all fonts in your PDF file.
- If the ad is coming in on disk rather than via email or ftp site, please include a proof.