

# DIESEL PUBLICATION AD SPECS

## GUIDELINES

Please follow these guidelines closely to ensure the highest quality advertisement possible. **Failure to meet these guidelines could delay production deadlines and advertiser may incur production charges.**

All ads should be created on a Mac platform using accepted programs and formats.

## PAGE LAYOUT PROGRAMS SUPPORTED

### QuarkXpress 6.5 or earlier

- Preferred Program
- Use "collect for output" function to extract document and artwork
- Include all fonts

### InDesign CS2 or earlier

- Include all artwork
- Include all fonts

## GRAPHIC PROGRAMS SUPPORTED

### Photoshop CS3 or earlier

- Save images as CMYK
- 300 dpi at 100%
- EPS or Tiff format
- EPS images must have
  - Clipping paths with a flatness of 1
  - Preview as Macintosh (8 bits/pixel)
  - Encoding as binary
  - All other options deselected
- Tiff images must have
  - Byte order as Macintosh
  - No LZW, ZIP, JPG compression
  - Deselect Color Profiles

### Illustrator CS3 or earlier

- Save images as CMYK
- Include all fonts and native files
- EPS images must have
  - Preview Format: Macintosh (8-bit color)
  - Adobe Postscript: Language Level 2
  - Transparency Overprints: Preserve
  - Select Embed Fonts
  - Select Include Linked Files

## OTHER FORMAT SUPPORTED

### PDF Documents

#### (Acrobat 6 or earlier)

- Must have 300 dpi resolution
- All fonts embedded
- All document security turned off
- No passwords
- Accepted InDesign PDFs from InDesign CS3 only. If InDesign CS3 is not available, send native files
- All graphics **MUST BE** CMYK or grayscale (No RGB)
  - NO COMPRESSION
  - NO ICC Profiles



## MATERIAL REQUIREMENTS

Send all materials used to create the advertisement. The "registration" option must be selected when printing so that the file prints with crop marks, bleed, file name, date and time. All media should be labeled with the advertiser and/or agency name, contact name and phone number. A printed directory of each disc's content should also be included.

- All postscript screen and printer **FONTS** must be provided. Any

missing fonts may result in reflow, bad breaks and/or missing text. Do not use **BOLD** or *Italic* attributes from the style menu.

- **ALL IMAGES** and graphics must have a resolution of 300 dpi at 100%.
- All images and graphics must be in **CMYK** or Grayscale color mode. RGB images or graphics are not acceptable. **ALL** images/graphics must be sent.
- **DENSITY** of all colors combined in a single area should not exceed 300%.
- All solid areas of black (excluding type) to be printed must be set up as **RICH BLACK**, which is defined as 30% Cyan, 20% Magenta, 20% Yellow and 100% Black. Publisher reserves the right to change advertiser's file to meet this requirement.
- Color advertisements must be accompanied by a **COLOR PROOF**. A medium-resolution .tif or .jpg is acceptable to check layout and line breaks. If color is critical, a Digital Matchprint color proof is required. Correct color values must be present in the digital files.
- Materials are kept on file a minimum of two years. Request verification before issuing **PICKUP** instructions from earlier issues.

***Publisher refuses responsibility of printed ad if requirements are not followed.***

## SHIPPING INFORMATION:

*Please send materials to:*  
Advertising Manager — Diesel Progress  
Diesel & Gas Turbine Publications  
20855 Watertown Road, Suite 220  
Waukesha, WI 53186-1873, U.S.A.  
Phone: (262) 754-4100

## FTP INFORMATION:

ftp.dieselpub.com  
Username: ftpuser  
Password: Call for current  
(262) 754-4100

