

CheckMark Ad Guidelines

File Format

The preferred file format is Adobe Acrobat PDF Version 1.3 or higher. However, TIF and EPS are accepted. JPEGs are compressed file formats for web and e-mail, and therefore will not be accepted.

File Transfer

The preferred file transfer method is to upload via the *CheckMark* ftp site. For information on uploading via the ftp site, contact Melanie Mohan at mmohan@icaoo.on.ca; Tel: 416-969-4268 or Toll free: 1-800-387-0735, ext. 268. (Please note that the *CheckMark* ftp site password is changed on a monthly basis to ensure the security of the site.)

Proofs

Every ad must be supplied with a proof. At a minimum, black and white laser or fax proofs will be accepted for content purposes only. For colour ads, we recommend a colour laser printout for general proofing or Fujiproofs, an industry standard method for determining how your process colour separation film will look when printed. In the absence of a Fujiproof proof, *CheckMark* and its Printer cannot ensure accurate colour reproduction.

Fonts

All fonts must be embedded in the PDF or converted to outlines for Postscript files.

Colours

- All colours must be 4-colour process (CMYK)
- Files containing RGB or LAB will not be accepted.
- Pantone colours must be set to 4-colour process (CMYK) unless you are specifically requesting a Pantone/spot colour (additional cost applies).
- Using a rich black for graphic elements? We recommend: 40-C, 30-M, 30-Y, 100-K

Images

- Images must be Grayscale, Bitmap or CMYK, and saved as TIF or EPS.
- ICC profiles (colour management) are not required.
- For optimal image quality: Effective resolution for continuous tone images should be no less than 266ppi, nor greater than 400ppi. Bitmap images should be no less than 400ppi, nor greater than 1200ppi.

To calculate effective resolution, use the following formula: ppi divided by the percentage enlarged.

Example: A 300ppi image enlarged to 175% in a layout application such as Quark will have an effective resolution of 171ppi ($300 / 1.75 = 171$ effective ppi). The minimum effective resolution is 266ppi; therefore, the image quality has been compromised.

Document Setup

- Full page ads: Document Setup or Page Size must match the publication trim size. With bleed, it should extend 1/4" beyond trim and include trim marks with 3/16" offset.
- Fractional ads: Document Setup or Page Size should match the ad size.

File Preparation

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match on offset press:

- 133 line screen is recommended, not to exceed 150 line screen.
- Maximum density in any one area, all colours, should not exceed 300%, with one solid colour.
- Reverse lettering in 4-colour advertisements should be spread with dominant colour forming shape of letters. Thin lines, serifs, small and medium-size lettering should be restricted to one colour only.
- Preferred proofs are colour laser printouts or Fujiproofs for more accurate colour guidance.

Advertisements supplied to *CheckMark* without an acceptable colour proof will be printed to the Printer's standards. The Printer and/or Publisher cannot be held liable for colour complaints when files are submitted without an acceptable colour proof.