



Ad Submission Guidelines

GENERAL:

- Fnews accepts the following file types: pdf, eps, tiff and jpeg (.jpg)
- Unless you have paid for a color ad your ad MUST be greyscale (not RGB or CMYK).
- Ad sizes: 10"x16" (full page) 10"x8" (1/2 page) 5"x8" (1/4 page) 5"x5" (1/6 page)

PDF:

Please ensure that whatever software you are using to generate your PDF you select the "High Quality Print" settings and ensure that you "Embed" or "Subset" all fonts under 100%.

After you generate your PDF open the file in Adobe Acrobat. Under the "Advanced" menu select "Output Preview" and turn black off. You should not see any information on your document. If you do, the PDF is not greyscale. Please go back to your original document and change the color mode.

If you submit a PDF file that is not greyscale it will be converted into a Photoshop file which may affect its legibility.

EPS:

If your submitting an EPS generated by Adobe Illustrator please convert all your fonts to artwork prior to saving. In order to do this go to the "Edit" menu and select "Select All" then go to the "Type" menu and select "Create Outlines". If you are using placed Photoshop files or if your EPS is generated with Photoshop please read the TIFF and JPEG instructions below. Do not submit an EPS generated from Quark XPress. If you are using Quark please export as a PDF and see above.

TIFF and JPG:

To ensure that your ad is of sufficient resolution please go to the "Image" menu and select "Image Size". The size listed should be the size of your ad. The resolution should be 300. To ensure that your ad is greyscale please go to the "Image" menu select "Mode" and select "Greyscale".