

Omnipress Advertisement Requirements

1) For inside page ads

Have your sponsor submit their ad in high resolution/print quality .pdf file format as their number one choice. The size of these body ads should not exceed the sizes listed. If an advertisement bleeds off the page have them add 1/8 " past the final trim size of 8 ½ x 11, there is additional cost for bleed ads.

No File Security is to be set on any files. All fonts must be embedded into the PDF file as an "Embedded Subset" etc. and no compression.

2) For cover ads

Have your sponsor submit their ad in high resolution/print quality PDF file format as their number one choice. You can submit a this high resolution pdf with crop marks turned on. The size of your document can be 8 1/2" x 11". If the advertisement bleeds off the cover, please add 1/8 " past the final trim size of 8 ½' x 11'. Caution for the inside front and back covers, remember that the bind edge or punch area is off limits to any sensitive logos or copy in the binding side. Questions feel free to call our Project Manager at Omnipress.

3) Fonts & Graphics (Avoiding Low Resolution Artwork or Font Problems)

Missing fonts and graphics are usually not a problem with a properly converted pdf file. Please visit this web site for more details about creating print quality pdf files. <http://www.omnipress.com/resources/project-tools/tools-pdfsupport/tools-pdfsupport.aspx>

4) Colors

Avoid submitting color graphics in RGB mode. Red-Green-Blue mode is designed for laser printers or the internet. The colors should be set as 4 colors (CYMK) as this is how the ads will be printed. There will be additional charges and possible delays if we have to convert these for you.

5) Graphic Resolution

Color & Grayscale scans should be at least 300 dots per inch (pixels per inch). B/W Line Art scans should have a minimum of 600 ppi. Resolutions of a higher ppi will reproduce with better quality. The resizing of graphics can decrease the overall resolution, thus lowering the quality of output. Tip: *Graphics taken from web pages are almost always low resolution and do not reproduce well in print.* Graphics created in programs like Adobe Illustrator can create scalable graphics that will reproduce with the best quality at any size.

