

General Guidelines

At **dtown magazine**, we are committed to delivering the finest-quality product to our advertisers. We meet this pledge by utilizing the latest technology available to our industry. As a service to you, we offer these general guidelines to help you better understand how, together, we can complete your projects in a timely and cost-effective manner.

FORMATS:

The following is a list of common file formats and their appropriate uses.

JPEG (Joint Photographic Experts Group) – Primarily a format for optimized photographs used on the internet. Due to the compression features of a JPEG, image quality is reduced every time it is saved. In order to retain the quality of the original image for reproduction, native JPEG files should never be saved a second time as a JPEG. JPEG files are acceptable for commercial reproduction if they are a minimum 300 dpi and the original JPEG file.

GIF (Graphics Interchange Program) – A web-based graphics file that supports 256 colors and background transparency. When files are saved in a GIF format, they are automatically optimized at low (web) resolution, usually 60–72 dpi, and the colors are reduced. GIF formats are not acceptable for commercial reproduction printing.

TIFF (Tagged Image File Format) – The standard raster file format for graphic images such as photos. TIFF formats support full color and grayscale. TIFF formats do not compress when saved and do not reduce in quality. TIFF formats can be scaled to some extent before losing quality. TIFF images are either CMYK or grayscale color mode and are the preferred format for photo reproduction, providing that the resolution is a minimum 300 dpi.

EPS (Encapsulated Post Script) – The standard vector file format for graphic elements such as text, line drawings, logos, clip art, etc. Vector EPS formats are not resolution dependent; they are comprised of mathematical points, lines and shapes and can be scaled to any size. Raster files can be saved in EPS, but it is important to note whether a particular file is a “vector eps” or a “raster eps.” EPS formats are acceptable for commercial reproduction. Raster EPS formats must be a minimum of 300 dpi.

PDF (Portable Document Format) – A standard format to transfer proofs via internet and accessible across all computer platforms. PDF files allow you the option to embed fonts, eliminating copyright violations as they are not distributed for general use. PDF files are acceptable for commercial reproduction if they are correctly color separated, accurate in size, fonts are embedded and the files do not need any further corrections or additions.

BMP (Bitmap) – A resolution-dependent raster graphic comprised of points or dots. BMP files are acceptable for commercial reproduction, but they must be of a very high resolution, a minimum 800 dpi, and properly color separated.

PNG (Portable Network Graphics) – A bitmapped graphics format originally created to replace .gif files for photo-internet and web applications. PNG formats can handle greater color depth. PNG files are acceptable for commercial reproduction at a minimum 300 dpi and properly color-separated.

OUR PREFERRED FILE FORMAT:

We prefer to receive all files as CMYK, press-quality PDFs at a minimum 300 DPI with position marks indicating bleeds when necessary. See the following pages for additional guidelines depending on the size of your ad.

Settings

- All fonts must be embedded.
- The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles.
- All PMS/spot colors must be converted to CMYK.
- All artwork must have a minimum resolution of 300 dpi.
- Please include a .125" bleed where necessary. Ads must have position marks indicating trim.

QUESTIONS?

Email Paul Rowlands at paul@dtownmag.com

Advertisement Specifications

Full



Size
5.375" × 8.375"

IMPORTANT!
The **red line** indicates a 3/16" safety margin. Keep all text inside this area, so it is not clipped during the printing process.

The **magenta area** indicates an 1/8" bleed. This will be trimmed during printing. It must be added to the size of the advertisement.

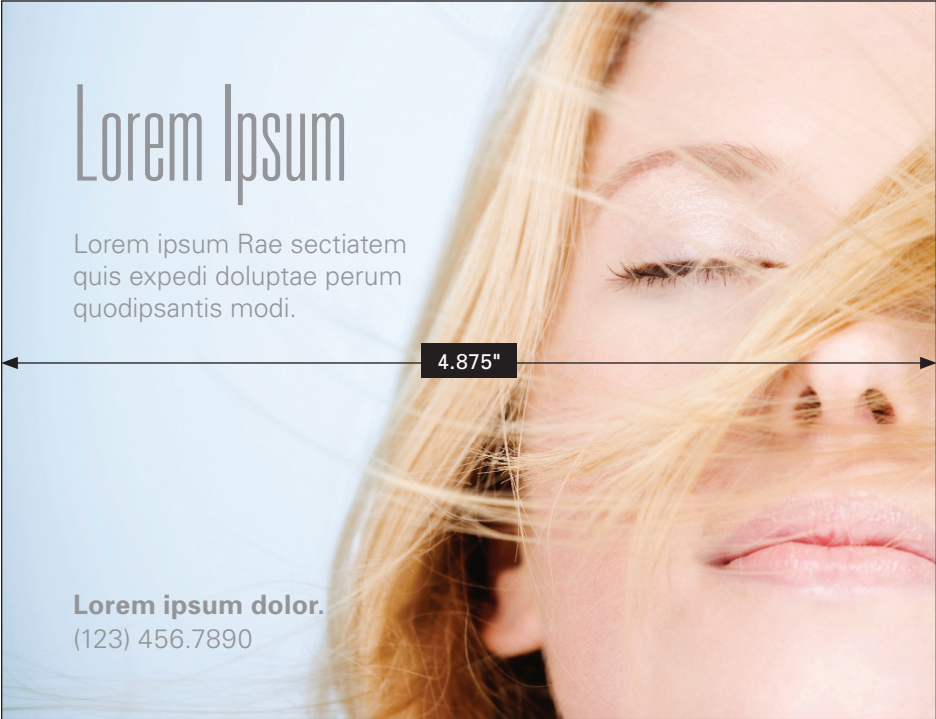
.1875" safety margin
.125" bleed

5.375"

Lorem ipsum dolor.
(123) 456.7890

Advertisement Specifications

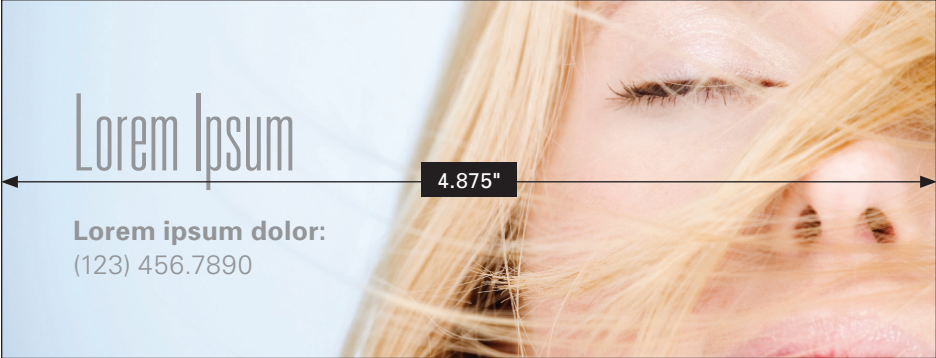
Half



Size
4.875" × 3.75"

Note:
Our *Half* ad **does not bleed** off the page. You may want to consider adding a border on the inside edge of the ad, especially if the edges of the ad are white.

Quarter



Size
4.875" × 1.875"

Note:
Our *Quarter* ad **does not bleed** off the page. You may want to consider adding a border on the inside edge of the ad, especially if the edges of the ad are white.

Advertisement Specifications

Skyscraper



Skyscraper
2.3125" × 7.875"

Note:
Our *Skyscraper* ad **does not bleed** off the page. You may want to consider adding a border on the inside edge of the ad, especially if the edges of the ad are white.

Vertical



Vertical Size
2.3125" × 3.75"

Note:
Our *Vertical* ad **does not bleed** off the page. You may want to consider adding a border on the inside edge of the ad, especially if the edges of the ad are white.