

Electronic File Specifications for Sawaddi Magazine

For best results, please create and submit your finished ad according to the following specifications. A hardcopy proof must accompany the ad so we can confirm how it should look, with any CMYK colors specified on the printout if they are important (such as in a logo).

If you cannot provide your ad according to our requirements, we will be happy to create the ad for you. Just send us a printout or sketch of how you want the ad to look and provide the text and original graphic elements (photograph prints, logos and/or slides) which we will scan and return to you later. We will assemble the ad using our fonts and your graphics. An additional fee of 25% for a one-time placement will be added to your invoice for this service.

File Format: All graphics and finished ad should be submitted in one of the following formats to obtain best results when printing in the magazine:

- AI or EPS at 300 ppi
- TIF at 300 ppi
- PDF files (Use the Press Option) must have all fonts embedded and compressed at 300 ppi
- PNG at 300 ppi

Please understand that we cannot accept ads created in Microsoft Word (doc), Works (wks), Claris Works, or Publisher (pub) format. Graphic formats such as JPG, GIF, BMP are not suitable for print, so we do not accept them.

Software Applications: Ad should be designed at the appropriate/finished size in any of the following programs.

For highest quality at any print size, it is best to use a vector program:

- Adobe Illustrator: Be sure to change all text to graphic format (create outlines) and save as AI (with embed objects) or PDF for press, or export as TIF
- Macromedia Freehand: Be sure to change all text to graphic format (convert to paths) and save as EPS or PDF for press, or export as TIF

Other acceptable software:

- Adobe Photoshop: Set document resolution at 300 ppi, create the ad at the correct size, then save as PSD or TIF

General:

- Finished ad and graphics must be submitted in the appropriate color space: CMYK for color ads in Sawaddi.
- If you scan photographs to use in the ad, they must be scanned at 300 ppi at their final output size and saved as TIF.
- All solid black-and-white line art should be scanned at 600 ppi (1200 ppi is better) and saved as TIF.
- Files may be compressed using Stuffit, PKzip, Winzip or another compression program.
- It is important that you include graphic elements (such as photos) as separate files when you submit your electronic advertisement.
- It can be helpful for you to also send along any fonts used in preparing the ad. Should we need to make corrections or changes to the text, this will save time.

Submitting files: We are able to accept your electronic advertisement in PC or Mac format on any of the following media:

- CD (ISO/Joliet)
- 250 MB ZIP disk

We hope you find this information clear and sufficient, but if you have any questions or concerns, please contact Joette Berkompas, Managing Editor.

Direct materials to Sawaddi Magazine

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