

PINK MAGAZINE

ADS SUBMISSION GUIDELINES

Welcome to PINK Magazine! To ensure smooth production of your ad in PINK Magazine, please follow these guidelines. We accept ads in PDF, TIFF or as an EPS file.

STEPS BEFORE SUBMITTING AD TO PINK MAGAZINE

When supplying camera ready material as a high resolution PDF, here are a few steps to ensure smooth production of your ad in PINK Magazine.

Before creating the PDF, remember to embed all fonts
Make certain all images are 300dpi CMYK Tiffs in their native file and linked.

When supplying a camera-ready ad in its native form (such as Quark or InDesign), please collect the file to include all fonts, images (links) and elements. Then send via the methods below, preferably by e-mail or on a disc.

If using Quark, remember that OPI CANNOT be active.

PDF SUBMISSIONS

Before sending, please check:

1. Color images
 - Σ • Submit in CMYK
 - Σ • 300dpi required
 - Σ • Image should be same size or larger dimension than ad will appear in magazine
2. Black & White line-art (1-bit/b&w)
 - Σ • File should be resolved at 1200dpi
 - Σ • Do not send RGB images.
3. Font
 - Σ • Embed the fonts in your PDF file of the ad.
4. Final check before submission
 - Σ • Open file in Photoshop
 - Make certain that your ad is cropped correctly.
 - There should be no extraneous data on the page
 - We do not need crop marks.

TIFF FORMAT

- Σ • If you can send your ad in TIFF format, make sure that all of the above steps have been taken.

EPS (ILLUSTRATOR)

- Σ • Create your ad, then Select All then Type-> & Convert to outlines to ensure your fonts are secure.

HOW TO SUBMIT A CAMERA-READY AD TO PINK **A \$25 set-up charge is applied to all ad submissions.**

E-MAIL

If choosing to e-mail your materials, please send only hi-res PDFs that are no larger than 3MB.

If e-sending images to your advertising representative, please send at 300dpi.

DISC

The disc containing your ad should be sent to your advertising representative.

FTP

If choosing to ftp your materials, please e-mail your advertising representative log in and password information.

Identify your file with the name PINK and include the issue date, i.e. spring, summer, fall, winter. We require that you send a notification e-mail to your PINK ad rep when the file is placed on the FTP, so that the ad may be removed and we are aware of who uploaded the file to the FTP site.

WHEN ADS ARE CREATED BY PINK FOR CLIENT

Pink will prepare your ad using NON-CAMERA READY MATERIAL as supplied by client at a **cost of \$75 per hour** for research and development, with a minimum of one hour.

When supplying non-camera ready material, please send the individual elements you would like to incorporate in the "build."

- Σ• Send complete copy
- Σ• Digital images/logos must be in CMYK
- Σ• Images/logos must be at least 4 x 6 inches or larger, depending on ad size
- Σ• Images/logos must be 300dpi
- Σ• Send only original non-digital photos and logos (for scanning). Please note that materials supplied for scanning may be taken apart or cut.

These materials are all due on the non-camera ready deadline and will not be worked on until the pieces are supplied in their entirety.

If stock-photos are used, the client will be billed an additional charge for the photo. The usage fee for an image is usually between \$25 and \$500. Note: The client will approve the image and the usage fee before purchase.

Proofs will be sent to the client as PDFs via e-mail. Once the final changes/edits have been made, the client has an opportunity to sign off on a proof.

Media is not returned.

- If you have any question, please send an e-mail to **david@pinkmag.com**