

PDF files are accepted only when output to PDF/X-1A standard.

*This is our preferred method.*

### Bay Publishing Ad Guidelines

Preferred File Type	Image Resolution (DPI)	Color Mode	Fonts
PDF/X-1A	300	CMYK	Embedded or Outlined
Native File Types Accepted: InDesign, Illustrator, Photoshop, Quark 6+			
Image File Types Accepted: .tif, .eps, .psd, .jpg NOT Accepted: .gif, .png, .bmp or other web file types			

Should you be unable to supply a **PDF/X-1A**, please follow the guidelines below to ensure minimal conflicts at Press.

- If submitting native files, please “pre-flight” to above specifications (or the standard PDF/X-1a) with an appropriate program (Flightcheck, Acrobat 9 Pro)...then Collect for Output. If no pre-flighting software is available, abide by the guidelines above and everything should be fine.  
Package and relink images before sending.
- Ads submitted without SWOP Certified proofs cannot be guaranteed for accuracy or color match.
- Prepare documents in an Adobe CS or higher application, preferably InDesign or Illustrator. Photoshop files and Quark Xpress 6 or later will also work. If using Quark, exporting to an .eps and then using Distiller to create the PDF/X-1A seems to work the best and also keeps the file size down.
  - Include all application and support files.
- All colors must be CMYK only. Please convert all RGB, Spot, Lab, Pantone or Metallics to CMYK before sending. ICC profiles will pass as long as you know what you are doing (that means you!). Delete unused colors from document.
- All photos and scans/must be High Res (300 DPI at print size) and converted to CMYK in all applications. Do not up-res images in Photoshop, this will not upgrade the quality of your image.
  - Make sure to include the *bleed* with all *bleed ads*.
- Zip or Stuff files before emailing to minimize error/corruption. For large electronic file transfers please email or call for FTP access.
- Problem Files not fitting these criteria will be returned if time allows, or repaired at \$80.00 per hour, one hour minimum.

Please direct files or any questions to:

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