

Accepted File Format: Adobe PDF files created with Distiller program. 300ppi and CMYK color.

For the correct PDF presets for your specific program, please contact Cathy Guske, cguske@aiava.org or 804-644-3041, ext. 301.

If you do not have Adobe PDF capabilities, please contact us. Design services are available for a modest fee.

Media Accepted: E-mailed files (up to 10MB). CD-ROM disks. A laser proof and color guide of your ad is required for all color ads. If ad is color, and no color proof is provided by advertiser, printer will run color according to SWOP color densities.

Graphics Resolution: 300ppi minimum saved in TIFF or EPS format. Do not compress graphics using JPEG or LZW. All photos should be scanned in at two times the input line screen ruling (which is 150-line screen) at a final placement size of 100%.

Color: Color images should be saved in CMYK format. RGB or PMS colors in the file should always be converted to CMYK breakdowns. Do not exceed 280% color in any area of your ad. If you have black areas in your ad, please set the black to 30%C, 20%M, 20%Y and 100%K. This will ensure a dark, true black without exceeding the color saturation limit.

Ad Size: Crop marks for full-page ads should be at trim size (8.5 x 11 in.) Fractional ads should be set up exactly to sizes published below.

Bleed Ads: Bleed ads (full page only) should extend beyond crop marks (trim size) by 1/8 inch.

Advertisement Sizes:

Full Page	7 1/4 x 9 15/16
2/3 page	4 3/4 x 9 15/16
1/2 page vertical	3 1/2 x 9 15/16
1/2 page horizontal.....	7 1/4 x 4 13/16
1/3 page standard	4 3/4 x 4 13/16
1/3 page vertical	2 1/4 x 9 15/16
1/4 page vertical	3 1/2 x 4 13/16
1/6 page horizontal.....	4 3/4 x 2 1/4
Marketplace	2 3/8 x 2 1/2

Fonts: Please use Adobe Type 1 fonts or True Type fonts only. Do not use Multiple Master fonts. Do not mix Adobe Type 1 and True Type fonts in the same document. Adobe Type 1 fonts will be substituted for non-Adobe fonts, if necessary. If your document utilizes any typeface from a vendor other than Adobe or typefaces that are not included in the Adobe Font Folio collection, you must convert the type to paths/outlines in a drawing program (i.e. Illustrator or Freehand) or "text to box" in QuarkXPress prior to creating the PDF file.

Contact: Please include the name, phone number and address of the creator of the ad in case we need to contact them about the ad or to return a disk.

Quality Control: Inform is not responsible for color variations between the digital file and the printed image if a high-end color proof is not provided. The advertiser or agency is responsible for providing materials meeting Inform specifications. Inform is not responsible for making corrections to supplied materials.

Production Contact:

Cathy Guske
Sales Administrator
Inform Magazine
Phone: 804-644-3041, ext. 301
Fax: 804-644-6714
Email: cguske@aiava.org

Send all insertion orders, and advertising materials to:

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