Display Advertising Specifications

File Types
Please supply print advertisements as a print ready PDF, with embedded fonts.

We will also accept advertisements originated in the following applications:

- Adobe InDesign.
- Adobe Photoshop.
- Adobe Illustrator.

Should be saved as .eps files, with text saved as curves/outlines, and colours saved as Process (CMYK).

Ink Density
The total ink density should not exceed 300% with a maximum of 310% for large areas of color.

For example, when using large areas of black, to give final print a rich black appearance the following CMYK color values can be used - 75c 63m 63y 100k. Pages with a higher total ink density can cause problem when printing including blistering of pages and sticking together of paper.

Pictures & Logos
- All relevant EPS, TIFF, and any other original picture files that are used must be supplied with the main advertisement file.
- Logos and line art illustrations used in the advertisement can be supplied in either EPS or TIFF formats as long as colours are CMYK (Process).
- Scanned images should be supplied in either TIFF or EPS format. TIFFs should not be compressed. EPS files must be single part files but must not be JPEG encoded.
- Cutout images should be saved as EPS files with clipping paths, or they will appear “jagged” when printed.
- Pictures should be saved at 300dpi, except for “screen grabs” which will usually be 72 dpi. These will obviously print at a lower resolution.

Typefaces
If fonts included in an advert are not available in our type library, they will be substituted for typefaces of similar appearance.

File Compression
Mac: Files can be compressed using Stuffit. Self-extracting archives are also acceptable.

PC: Can only be accepted if compressed with ZipIt.

PDF Specifications
SOS PDF specifications can be obtained from: Michael Groves (michael.groves@soundonsound.com)

Artwork exported using other print ready settings can still be accepted. However, please ensure that any crop marks or color bars are offset by 0.125 inches so as not to appear within the bleed area.
It is advisable to leave at least a 0.125” safety margin for any live matter i.e. text.

bleed area: 0.125 inches

Please send all advertising materials to:
usaprintads@soundonsound.com