Design Guidelines

Ad Size – Build your ad to the exact ad size. For bleed, extend the ad 1/8 inch beyond the ad size on all sides. Turn off crop marks.

Colors – Delete all unused colors. RGB, LAB, and ICC based colors must be converted to CMYK. Convert duotone images to CMYK.

Fonts and Rules – For effects such as bold or italic, select a bold or italic font. Do not "menu-style" your fonts. These styles may not have matching printer fonts available and may not print correctly. Avoid fine serifs on knockout type printing smaller than 8 points. Do not use 100% four-color type. (This would equate to 400% total density, which is noncompliant). Avoid hairline rules less than .007 inch or 1/2 point. Use only Type1 or Truetype Fonts.

Image Resolution – Continuous tone images should be set to an effective resolution greater than or equal to 300 dpi. If you place an image that is 300 dpi but scale it above 125%, the effective resolution changes to 214 dpi. For best results, place all images at or close to 100%. Total CMYK densities should not exceed 300 percent in the darkest areas of an image. Do not use JPEG compression.

Naming convention –Include the client name, publication, project and issue date within the name. Name your ad with no more than 20 characters, including the file extension. For example, if you were creating an ad for the client Cruise Hotel to run in the June 22 issue, the file name would be CruHot_BTN_0622.pdf

Trapping – Do not trap your file. The file will be trapped according to BTN's printer specifications during the prepress stage.

Type Safety – All live type and images must be kept 1/4" from trim.

PDF File Guidelines

The preferred file format for ads is PDF/X-1a using Adobe Acrobat 6 or higher. Never "Save or Export pages as PDF" from the native file. Print PostScript to file, then convert Postscript file to PDF/X-1a using Acrobat Distiller's preconfigured setting from the default drop down menu (see diagram). This will greatly improve the reliability and efficiency of the ad by eliminating the most common errors in file preparation.
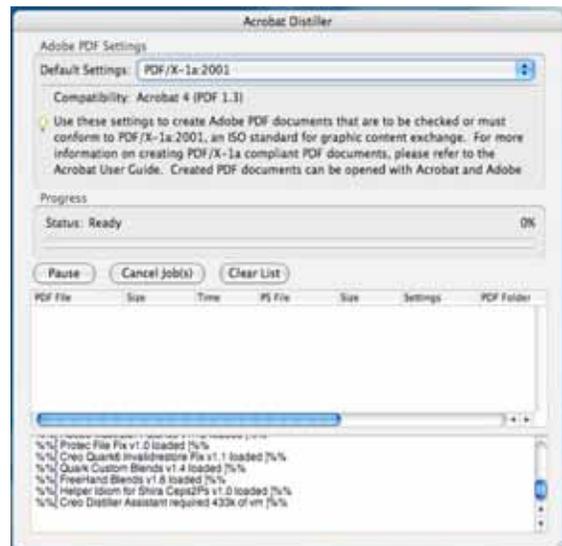
Preflighting

Preflighting ensures that the PDF file you create is print-ready and allows you to catch errors such as RGB images, missing fonts, missing images. There are several software companies such as Enfocus, Markszware and Callas that offer preflight software packages. If you don't have pre-flight software you can go to Adobe's web site at www.adobe.com to preflight your PDF file before uploading to the FTP site.

The software used to process digital ads will automatically convert RGB images to CMYK, fix hairline rules and fix total ink coverage issues (density); therefore, it is highly recommended that you pre-flight the file and supply a proof for content.