



1895 Preston White Drive • Suite 220 • Reston, VA 20191 • Phone: (800) 645-7700/(703) 391-8400
Fax: (703) 391-8416 • E-mail: gen4@icfa.org • www.icfa.org

GUIDE TO ELECTRONIC FILE SUBMISSION

When electronically submitting ad material to the ICFA or directly to our printer, Automated Graphic Systems, please follow the technical guidelines outlined below. We hope this information will make the process more efficient for our mutual benefit.

Be sure to include the following:

- All fonts—screen and printer—used in your job must be provided every time you electronically submit the file(s).
- All image files used in your job must be provided—even if they are included in the layout program file.
- The actual file for your job.
- An up-to-date laser proof of your job.

| SUPPORTED SOFTWARE | | |
|---------------------|---|------------|
| SOFTWARE | SUPPORTED FUNCTION | PLATFORM |
| QuarkXpress | Page layout, typesetting | PC and MAC |
| Adobe Pagemaker | Page layout, typesetting | PC and MAC |
| Adobe Illustrator | Illustrations to be placed in Quark or Pagemaker <i>(Not for final layout)</i> | PC and MAC |
| Adobe Photoshop | Continuous-tone art, high-resolution line work bitmaps <i>(Not for final layout)</i> | PC and MAC |
| Macromedia Freehand | Illustrations to be placed in Quark or Pagemaker <i>(Not for final layout)</i> | PC and MAC |

SOFTWARE VERSIONS CURRENTLY SUPPORTED BY OUR PRINTER:

(Earlier versions are also acceptable)

- QuarkXpress 5.0
- Adobe Pagemaker 7.0
- Adobe Illustrator 10.0
- Adobe Photoshop 7.0
- Freehand 10.0

WE CANNOT ACCEPT FILES IN:

- MS Office—Word, Excel, Power Point or Access
- Corel Word Perfect
- Ventura Publisher
- MS Publisher

IMAGE FILE GUIDE

- Bitmap files containing line work must be at least 900 dpi with a maximum of 1200 dpi.
- Continuous-tone art at final size must be 300 dpi to obtain the best results.
- 4-color images must be in CMYK—*not* RGB.
- Please keep in mind that scaling images (changing their size) affects the resolution.
- Images designed for print must be saved in EPS or TIFF formats.
- TIFF files are used for bitmap art such as half tones.
- EPS files are used for continuous tone images with clipping paths, illustrations or vector art.
- PDF files must be press ready—ALL fonts and images must be embedded, bleeds must be 1/8” and all images must be CMYK with a resolution of 300 dpi at final size.

SUPPORTED MEDIA

- Iomega ZIP 100 and 250 MB (Windows & MAC)
- Iomega 2 Gig Jaz (Windows & MAC)
- Syquest 44, 88, 200 (MAC Only)
- 3 1/2” Floppy Disk (Windows & MAC)
- CD—rewritable and DVD (Windows & MAC)

FILE SUBMISSION

Files may be electronically transmitted via e-mail or the printer’s FTP site.

When e-mailing files:

- Send to files@ags.com
- Reference “ICFA Ad, month of publication and company name.”
- Files must be compressed—Use Stuffit for MAC files and Winzip for PC files.
- E-mail attachments cannot exceed 5MB compressed—2MB or smaller is recommended.

When transmitting files to the AGS FTP site:

- Go to www.ags.com and follow the site instructions.
- Reference “ICFA Ad, month of publication and company name.”
- Files must be compressed—Use Stuffit for MAC files and Winzip for PC files.
- Files cannot exceed 50MB compressed.

When submitting files, the following must be faxed to Teri Amato at (330) 963-7771:

- Written confirmation of the transmitted files.
- Current laser proof of file(s).
- File name(s) to be used in the production of your job.

If you have any questions on the above, please contact Nadira Baddeliyanage at 1-800-645-7700 or via e-mail at nadira@icfa.org.