



Ad Specifications for Designers

Your advertisement should ideally be supplied as a High Resolution (Press Quality) PDF file. Fonts must be embedded or converted to outlines. All colors should be converted to CMYK and any images should be 300dpi CMYK images.

Links (one per ad) should be in the format “<http://...>” . We will make links live when the Journal is published. Please consult with us if you plan to include audio or video content in your ad.

TIFF files are also acceptable. These must be supplied as 600dpi flattened CMYK files. Avoid putting anti-aliasing on the text. Do not use digital compression. Reproduction of such files will not be of the same quality as it would with a correctly made PDF file.

EPS file formats are also acceptable. EPS files containing fonts must have the fonts converted to outlines/paths. Supplying your files in this way eliminates problems caused by software and font incompatibility and legal issues associated with the unlicensed use of fonts.

Our graphic designer will not accept native application files (e.g., QuarkXPress, InDesign, Publisher, PowerPoint, Excel, or Microsoft Word). Our graphic designer will not install supplied fonts.

Your PDF file can be supplied as an e-mail attachment or via a drop-box system. Our graphic designer will not edit the content of supplied advertisements. If amendments are required, a further file must be submitted.

All images are copyright controlled. You must be sure you have the right to use any image you include in your advertisement.

Acceptable Audio/Video Content file types are mp3, mp4, SoundCloud, FLV, YouTube, Dailymotion, or Vimeo. The file must be accessible online through a URL in the format “<http://...>”. Note that audio or video content will not be available for readers unless they click on the ad to play the audio or video content. It will also not be available to readers who print out the Journal, so please maintain attention to the layout and beauty of your advertising.