

# GUIDELINES

## AD FILE PREP

This is a general guide for preparing a display ad for transmittal to **Fore 'n Aft Magazine.**

Be sure the resolution settings are selected for high resolution / commercial printing reproduction. Make PDFs using a full version of **Adobe Acrobat**: either Acrobat 5 or Professional 6.0.

Document Size = Ad Size.

Using a bleed? Use an oversize document.

Illustrator users – flatten all layers and convert fonts to outlines; make sure color palette is CMYK and save as PDF.

Photoshop users – Rasterize all fonts and flatten all layers. Make Color Mode = CMYK. Save as PDF or TIF.

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