

MACINTOSH PROGRAMS:

ADOBE INDESIGN, PHOTOSHOP, ILLUSTRATOR CSII

MACINTOSH FILE FORMATS:

PDF, EPS, TIFF, JPEG, AI

- **DO NOT set type in Photoshop (jpg, tiff) as this makes a continuous tone image of the entire ad and will give poor results in the quality of type. (Text will be blurry)**
- Please ensure that all Macintosh fonts (screen and printer fonts) and support files are supplied with InDesign documents. Note: **DO NOT USE MULTIPLE MASTER FONTS** (MM fonts). All Macintosh eps files must also be accompanied by all support or embedded graphics (i.e. embed all images and convert all type to outlines). The files will not print without either the graphics or the fonts if not embedded or outlined.
- Clients who provide artwork using fonts not in our system have the option of allowing us to substitute fonts or providing copies of their fonts until their job is complete.
- We support Corel Draw files only if they have been exported as Placeable EPS files. All IBM fonts **MUST** be converted to outlines.
- We support PDF colour files as composites only. Ensure that any colours that are to be printed are converted to CMYK. Avoid using RGB mode or the use of colored art for black and white ads.)
- **Do Not export PDF files from InDesign. All pdf files must be created using Adobe Acrobat Distiller.**

IBM/PC PROGRAMS/FILE FORMATS:

- We only accept the following file formats: **PDF, EPS, TIFF or PSD**
- PC files will be accepted on CD or via email/Internet.
- **All IBM fonts must be converted to outlines.**

FILES COMING VIA EMAIL:

ALL EMAIL ADS MUST HAVE THE SUBJECT WITH THE NAME OF THE AD AND THE SALES REP'S NAME.

- Art or copy may be emailed to **ads@westender.com**. All correspondence must go through your sales representative. All electronic data must conform to the above specifications. PLEASE put your ad rep's name in the subject line.

DEADLINES:

- **AD COPY DEADLINE IS MONDAY 5 P.M.** (including emailed ad elements: i.e. ad copy, photos, logos, etc.)
- Emailed **COMPLETE** camera ready ads or ads submitted via disk: **TUESDAY, 12 NOON.**

OTHER:

- Please note that these methods are for booked ads only. **All ads must be booked prior to submission.**
 - For those who choose to submit their advertising electronically, the WestEnder cannot be responsible for the reproductive quality of these ads. The WestEnder no longer accepts 'hard copy' advertising.

FTP INFO:

- ftp.bcnewsgroup.com
- user: public
- password: public