

ELECTRONIC FILE SUPPLY OF FLIGHT GROUP TITLES

ALL FILES THAT ARE SUPPLIED MUST BE ACCOMPANIED WITH A PROOF

The proof must show the final version of the advertisement. It has to clearly indicate the name of the file or folder that is being sent.

The file or folder name has to be prefixed with the four digit abbreviation of the publication that it is appearing in (i.e. **FINT** = Flight International & **ABUS** = Airline Business).

Electronic Media

Platform:

Apple Macintosh

Software Specifications:

- Quark Xpress 5.01 to 3.32r5,
- Adobe Photoshop 7.0 to 3.3,
- Adobe Illustrator 8.0 to 5.5,
- All formats must include all fonts and image files

Acceptable Media:

CD-ROM (CD-recordable) or Zip Optical Disk.

Image Specifications:

- All image files should be set to 300dpi (recommended), minimum 266dpi.
- Minimum 1200dpi for B/W line art.
- Image files must be Photoshop compatible, i.e., must open in Photoshop.
- All color image files must be set up to CMYK.
- Do not use JPEG encoding.
- All high-res files with clipping paths must be EPS format.
- Any advertisers sending DCS files should merge channels of 5-file DCS files into a composite high-res, then place the high-res file in the document.

Font Specifications:

- Digital advertisements must include all screen and printer (postscript) fonts.
- Use stylized fonts. Do not apply style attributes to basic fonts from within page layout software.

Fonts

Adobe, Monotype and Bitstream V2 families supported on Apple Macintosh platform. Typefaces supporting advertisements created on a PC platform are limited and therefore it is imperative that advance notice of fonts used be identified to JJays. All electronic files being sent to JJays must have accurate identification of fonts used within the advertisement and be received with adequate time allowed to enable font compatibility to be identified. JJays cannot be held responsible for failing to have an identical font.

File Formats Supported

EPS Encapsulated Postscript:

Preferably with all graphic images and fonts embedded. All colour used within EPS must have been saved as Process Colour for correct CMYK (cyan, magenta, yellow & key [black]) output. All font information should be embedded.

TIFF Tagged Image File Format:

All colour used within TIFF must have been saved as Process Colour for correct CMYK (cyan, magenta, yellow & key [black]) output.

ADS Artwork Delivery System:

JJays do not support the application and therefore only receive the EPS created from within. All colour used within must have been saved as Process Colour for correct CMYK (cyan, magenta, yellow & key [black]) output. Fonts and graphics are automatically embedded within this file format.

DCS Desktop Colour Separation – Five File Format:

Postscript File created from within application at printing stage using a Generic printer driver, preferably colour. This should contain all information such as fonts, graphics, colour separation and registration marks to enable accurate generation of film. They should always be saved as a single file with CMYK (cyan, magenta, yellow & key [black]) process colour separation checked where applicable.

General Information:

- Files from applications not covered should be saved as an EPS allowing for placement into the above applications.
- All images created must be saved as CMYK (cyan, magenta, yellow & key [black]) and NOT RGB (red, green, blue).
- Where Pantone Colour is applied it must be correctly set up using CMYK (cyan, magenta, yellow & key [black]) process colours.
- JJays cannot be held responsible for images being printed incorrectly when RGB (red, green & blue) is later found to have been applied.
- JJays will endeavour to check and output correctly all files received as long as adequate time has been given from receipt of file prior to journal page output.
- JJays standard dpi (dots per inch) is 305. Advertisers are advised not to change or reduce the dpi as this will have a detrimental effect on the quality of the advertisement.
- JJays can accept compressed files but only if it is straight JPEG (NOT EPS JPEG). Without prior notice given, JJays will assume that all files have not had compression applied.
- All the above information is subject to change as upgrades and new equipment become available.
- All digital files received are assumed to have been created correctly by the author. Any work carried out by JJays to support inaccurate file supply will be charged at JJays hourly rate.

Contacts

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