

Embroidery Mart Catalog: Ad Submission Guide 2009

■ Submission Deadline:

East catalog: all ads must be received by **Friday, June 12, 2009**.

■ Electronic File Specifications:

The Embroidery Mart catalogs are produced on Macintosh computers using InDesign CS2 and following standard practices for CMYK Offset Printing. All colors in all files should be set to CMYK Process (no RGB or Spot colors). Files should use only Mac Postscript fonts (no TrueType fonts).

We accept ads in the following formats (in order of preference):

- **InDesign CS2**: must include all linked images and Macintosh Postscript fonts OR convert all text to paths. (Please use "Package.")
- **Illustrator CS2 (EPS)**: must include all linked images and Macintosh Postscript fonts OR convert all text to paths.
- **PDF 7**: high resolution and must have all fonts embedded. No editing will be done.
- **QuarkXpress 6.5**: must include all linked images and Macintosh Postscript fonts OR convert all text to paths. (Please use "Collect for Output.")
- **Photoshop CS2**: must be a CMYK document and include all Macintosh Postscript fonts if editing will be needed. 300 dpi or higher, please. If JPEG, save using the highest (largest file) setting.

We **cannot** accept ads in the following formats:

- Microsoft **Word** (.doc)
- Microsoft **Publisher** (.pub)
- **Pagemaker** (.pmd)
- PowerPoint (.ppt)
- PhotoPaint (.cpt)
- Web images (.gif) (.jpg)
- Other non-standard/PC graphics programs

Resolution

All graphics should be at least 300dpi (at 100% of final reproduction size) for optimum reproduction. If supplied in a lower resolution, expect the graphic to look blurry and/or jagged.

Delivering your files

- If over 5MB total, send ads on CD to NNEP at the address above. (CDs will not be returned).
- If under 5MB total, you may email files to **sasRR2004@neo.rr.com**. Please Stuff or Zip your files.

Following the above guidelines will help ensure your ad looks the best it possibly can. Please don't hesitate to contact us if you have questions or concerns about submitting your ad files—we're happy to help you!

■ Ad Sizes:

- **Full page**: 6.5"x9.5"
- **Half page**: 6.5"x4.5"

