

## PRODUCTION REQUIREMENTS

### ❖ Ad Production Requirements

[www.infotoday.com/advert/CTPAdSpecs.pdf](http://www.infotoday.com/advert/CTPAdSpecs.pdf)

Please identify material by name of advertiser, publication, and issue date.

**High-quality hardcopy proof for color and/or black-and-white ads must be submitted for all ad formats.**

### ❖ We accept the following formats:

#### › Press-quality PDF files are preferred.

- › Fonts must be embedded
- › Set black to overprint
- › Convert PMS to CMYK
- › Images must be in CMYK
- › 300 dpi images only
- › Flattened transparencies
- › Bleeds and crops included

#### › We can also accept Macintosh format Photoshop TIFF and/or Illustrator EPS files (CS4 or earlier only).

- › Photoshop TIFF files for Macintosh—Flattened layers, CMYK color, 300 dpi, page dimensions, and bleeds according to pub specs
- › Illustrator EPS files (CS4 or earlier only) for Macintosh—CMYK color, 300 dpi images, fonts converted to outlines, page dimensions, and bleeds according to pub specs

Files submitted as RGB will be converted to CMYK. Ads containing SPOT colors will be converted to CMYK unless prior arrangements have been made. B/W ads and graphics should be saved in grayscale mode. All graphics must be at least 300 dpi resolution.

- › When renaming files, make sure to keep the proper file extension (i.e., .eps, .pdf, .tif).
- › For proper sizing of your ad, please refer to the publication's rate card.
- › Add 1/4" on all sides for bleed.

### For more information on advertising in *Internet@Schools*, contact:

**David Panara** • Advertising Sales Manager, Information Today, Inc., 143 Old Marlton Pike, Medford, NJ 08055, (609) 654-6266 ext. 146 • (609) 257-0112 fax • [dpanara@infotoday.com](mailto:dpanara@infotoday.com)

### ❖ File Submission Instructions:

#### › To upload files via the web:

Using your web browser, log onto <http://files.infotoday.com>.  
Username: advert (case-sensitive)  
Password: advert1 (case-sensitive)

Please indicate advertiser, publication, and issue in which ad will be placed in the description field.

#### › Submission on disc:

Electronic files may be supplied on DVD or CD and should meet the above-stated requirements.

Mark disc with title of ad, name of agency, and publication/issue in which ad will be placed.

#### › Email:

Ads sent via email must not exceed 10MB gross file size.  
Email files to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com).

Once the file is uploaded, or the disc has been mailed, please email to [adsubmit@infotoday.com](mailto:adsubmit@infotoday.com) the name of the document you submitted, name of the advertiser, and the issue/publication in which you are placing your ad.

A proof of the ad accurately representing how the ad should appear when printed MUST be submitted with the ad. Four-color ads must include an accurate color proof. This can be provided as a PDF proof, image, or hardcopy. A clear fax proof for B/W ads is acceptable. Fax copies to Ad Traffic Coordinator at (609) 654-4309.

### Send ad materials, correspondence, and proofs to:

**Michael Hardwick**  
Information Today, Inc.  
143 Old Marlton Pike, Medford, NJ 08055-8750  
(800) 300-9868; (609) 654-6266, ext. 130  
Fax: (609) 654-4309  
[mhardwick@infotoday.com](mailto:mhardwick@infotoday.com)

Please identify material by name of advertiser and magazine issue.

