

Formatting Considerations and Acceptable Transfer Materials

Acceptable file formats are **high-resolution PDF and EPS files**. Files created in either Windows PC or Macintosh are acceptable.

All files are reviewed by our Production department. You will be notified prior to printing if there are any problems. **If necessary, a resupply may be required.** PDF and EPS files should be sent by e-mail or on CD. (See *Sending Your Materials*.)

PDF files

- PDF versions 1.5 or higher are **not** accepted.
- Do **not** merge multiple PDF files into a single PDF file.
- *For full-page bleeds:* Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides, and crop marks must fall outside of the bleed area. There must be exactly 1/2" (0.5") of space on each side of the live page to accommodate the bleed and marks.
- If your ad is meant to be 4-color, do **not include** Pantone colors. For a 4-color ad, all Pantone colors must be converted to CMYK in the original page layout program before generating the PDF.
- All transparency *must be* flattened in the final page file before generating the PDF.
- We may request a revised file if OPI comments and/or ICC profiles are found in your PDF.

Adobe Illustrator files 8, 9, 10

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- Select all text and "Create Outlines".
- All imported images must be embedded, not linked, at resolution of 300 dpi or higher.
- Specify colors properly in your files. Colors meant to print CMYK should **not** be set to "spot". Make sure that colors are set to CMYK rather than RGB. Delete any unused colors from the color palette.

- Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.
- Save and submit your Illustrator file as an EPS file; **do not export to PDF.**

Sending Your Materials

E-mail your ad to—ads@rsna.org

PDFs and EPS files can also be submitted on CD. FTP upload is available upon request.

We can receive an e-mail attachment as large as 8 MG. (Your company's policies, however, may restrict you from e-mailing a file this large).

Larger attachments (beyond 8 MG) may be sent on a CD. Include a directory listing of all content on the disk. If sent on CD, a composite proof 100% of its actual size should accompany all 4C ads. This proof will be used at press to match color.

Color content of your proof must be represented to your satisfaction, and be clearly marked as 4C or 2C with Pantone Matching System (PMS) number indicated.

For all ads submitted, please include vendor name, issue date and publication name, contact number and return address.

For any questions about advertising with RSNA, please contact:

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Note: It is understood that if you or your representative prepares digital files, the file specifications listed in this form will be followed. It is also understood that the quality of your ad may not be satisfactory if these specifications are not followed. We do not archive files after printing.