

Artwork Requirements for Print

Formatting Considerations

All artwork should be **high-resolution PDF** format. 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 files

- **PDF compatibility** must be set for “Acrobat 5 (PDF 1.4)”. Versions 1.5 or higher are *not* accepted.
- Keep live matter at least 1/4" inside final trim.
- **For full-page bleeds:** Bleed elements must extend beyond the page by 1/8" (0.125") on the trim sides with crop marks. Allow a maximum of 1/2" space on all sides of the live page to accommodate the bleed and marks.
- **Color space:** grayscale and CMYK are acceptable. All Pantone colors must be converted to CMYK in the original page layout program *before* generating the PDF.
- All fonts and graphics must be embedded in the PDF.
- All lines & lineart should be a minimum of 1/4 pt. thickness at final size to reproduce effectively on press.
- **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.
- Files are not to be trapped or prescreened. Be sure all white text is set to knockout in the original layout program *before* generating the PDF.
- Do *not* merge multiple PDF files into a single PDF.

- If your PDF is generated from Adobe Illustrator, be aware there could be issues at press. In that case, you will be required to submit an EPS file. If you need more information, please inquire.

Printer Information

- For additional information and specs from our printer, visit their website:
http://www.dpc-nh.com/pdf_ps_spec.html

Sending Your Materials

E-mail your ad to—ads@rsna.org

We can receive an e-mail attachment as large as 8 MG. FTP upload is also available upon request.

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:

Judy Kapicak, Senior Manager, Advertising
Radiological Society of North America
820 Jorie Blvd.
Oak Brook, IL 60523
1-630-571-7818
jkapicak@rsna.org

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 archive files for one year after printing.