

ICAO STATES TODAY AND TOMORROW

ADVERTISING GUIDELINES & TECHNICAL REQUIREMENTS

Digital (DTP) file format specifications for Direct Film Output

To submit artwork, please follow the instructions listed below and retain a copy of all files submitted.

Artwork will be accepted ONLY according to the following specifications.

STANDARD UNIT SIZE	INCHES		MILLIMETRES	
	WIDTH	DEPTH	WIDTH	DEPTH
Publication trim size	8 1/2"	11"	216mm	279mm
Bleed pages as above plus 1/8" (3mm) on all sides				
Page Size				
Full page	8 1/2"	11"	216mm	279mm
1/2 page vertical	4 1/4"	11"	108mm	279mm
1/2 page horizontal	8 1/2"	5 1/2"	216mm	140mm
1/3 page vertical	2 3/4"	11"	69.85mm	279mm
1/3 page horizontal	8 1/2"	3 5/8"	216mm	92mm
Double-Page Spreads				
Trim Size	17"	11"	432mm	279mm
Bleed Size	17 1/4"	11 1/4"	438mm	286mm

Application page set-up or preference crop marks must be used. Crop marks must not be placed manually and 1/8" bleed must be included outside trim area. All important type and images must be kept inside and away from trim by 1/4".

The Following Applications are Acceptable

All files must be Macintosh- or PC-compatible using: QuarkXpress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop or High Resolution Adobe Acrobat PDF files.

If your ad has been created with InDesign, Illustrator or Photoshop, it is possible that your file contains fonts or images that we do NOT have on our computer.

Therefore, we ask you to send all your files as **High Resolution PDFs** or **JPEGs**.

Please proceed as follows:

1 For an InDesign or QuarkXpress document

Save your document as a **High Resolution** .eps, .jpg or .pdf. Please make sure to indicate **Crop Marks** and **Bleed**.

By saving in one of these formats, your file will become an image and we won't have any problems with missing fonts or images.

2 For an Illustrator document

Save your document as a **High Resolution** .pdf. Please make sure to indicate **Crop Marks** and **Bleed**.

If your file has been saved in .eps or .ai, we will have to open it with Illustrator and save it as a .pdf. That would risk its modification.

3 For a PDF or JPG document

Please make sure your **Crop Marks** and **Bleed** have been added to your PDF or JPG document.

If your PDF or JPG does NOT contain these indicators, your file will have to be printed with white borders. If your file has a textured background but does NOT contain these indicators, your file will be sent to you for marking.

File Resolution

All image files must be 300 dpi minimum. If the image is to be reproduced at greater than 100 percent, the reproduction percentage must be multiplied by 300 (i.e., if the image will print at 120 percent, the image will need to be submitted at 360 dpi, $300 \times 1.2 = 360$).

Electronic Transmission of Material

Transmission of material via e-mail should be sent to: **info@icaostatetoday.com**

Extra typesetting

Typesetting of advertisement text is charged as extra. Approximate cost guide is available on request. Instructions to proceed with such work must be given in writing.

Shipment of Material by Courier

To avoid delays caused by customs formalities, please ensure that material is clearly identified as "Printing Materials for Publication." Material sent by parcel post risk damage in the mail. Any substantial repair of material required will be charged to the advertiser. Material for reproduction should be sent via air express or courier directly to :

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