



Tide Book Custom Artwork Advertising Specification Sheet

SUPPORTED LAYOUT APPLICATIONS

- Adobe Indesign CS4 or earlier (PC or Mac)
- Quark Express 7 or earlier (PC or Mac)
- Page Maker (PC or Mac)
- Coral Draw (PC)

SUPPORTED FILE TYPES

- Adobe Illustrator CS4 or earlier
- Adobe Photoshop CS4 or earlier
- JPEG (high resolution only)
- PDF
- TIFF
- EPS

REQUIREMENTS FOR FILES

- 4-color process files must be supplied in CMYK color format. (Convert RGB files to CMYK)
- Spot color jobs must be supplied in spot color with pantone references included.
- Files must be a minimum of 300 DPI.
- Cover bleeds must be a solid color around all 4 sides of image.
- Files must have crop marks included.
- All fonts to be included with layout application, converted to outlines or embedded into PDF.

ADVERTISING OPTIONS

- There are several advertising options available
 - Front & Back Cover (Standard with minimum order)
 - Inside Covers (standard on orders of 1,000 or more)
 - 2 Page Centerspread (standard on orders of 5,000 or more)
 - Custom Inserts available – 8-pg, 16-pg and 32-pg. Call for specs on custom inserts
- Tide Book page size is 3.5” wide and 5.5” tall with a text area of 3.0” x 5.0”. Designs should be kept within this area. Bleeds outside of this text area should be of one solid color.

ACCEPTED MEDIA FORMATS

- CD
- DVD
- Email (if under 10mb)
- FTP (please contact us for our FTP server information)

