

2018 AD SPEC SHEET - Print Ads

To ensure the highest quality output from your digital files, and to make file transfers as seamless as possible, please review and follow these guidelines when submitting artwork to Premier.

High-resolution PDF format (Press Quality Setting) is the preferred file format for ad submission. For best quality, create graphics with vector art (.ai/.eps) and export as Press Quality PDF. All high-resolution images and fonts must be embedded when the file is saved.

All submissions must be 300 dpi and in CMYK color mode.

COLOR SET-UP

If your artwork uses Pantone colors, please convert to the proper CMYK breakdown prior to submission. All submissions need to be in CMYK color mode. Due to printer limitations, Pantone colors are matched to the best possible interpretation for the specific output device.

QUESTIONS?

Please send inquiries to:
breakthroughs_promos@premierinc.com

Native Files	Export Format
Adobe InDesign	.pdf (Press Quality Setting)
Adobe Illustrator	.pdf (Press Quality Setting) <i>Alternative Formats: .ai/.eps (embedded images and outlined text)</i>
Adobe Photoshop	.pdf (Press Quality Setting) <i>Alternative Formats: .tif (LZW); .jpg (High Quality)</i>

Please note that half, quarter, and eighth page ads will have a white boarder around it to separate it from the edge of the page and/or other ads. Full page ads will be full bleed.

