SUBMISSIONS GUIDELINES FOR THE PEGG

Digital Output Guidelines: We are a Macintosh Operating System-based design firm, but can handle IBM/PC compatible files **to a limited degree.**

FOR ALL INSTANCES BELOW, A PRINTED COPY OF YOUR AD IS REQUIRED IN BLACK AND WHITE OR IN COLOUR IF APPLICABLE.

ADS MAY BE SUBMITTED IN THE FOLLOWING FORMATS

1. QUARK XPRESS 5.0 (or older version)

❏ *B/W Ad*
   • BLACK must be specified in the colour palate and should be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.

❏ *B/W plus 1 SPOT colour Ad*
   • BLACK must be specified in the colour palate and should be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.
   • All spot colours must be Pantone colours not CMYK.

❏ *FULLCOLOUR AD (a.k.a - CMYK or 4 colour process)*
   • Ensure that BLACK is made up of only BLACK and NOT a combination of Cyan Magenta, Yellow in addition to the Black. This refers mainly to small text (14 pt or smaller)
   • All spot colours used must be converted to process.

❏ • All source files along with screen and printer fonts must be supplied.

2. ADOBE ILLUSTRATOR 10 (or older version)

❏ *B/W Ad*
   • BLACK must be specified in the colour palate and should be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.

❏ *B/W plus 1 SPOT colour Ad*
   • BLACK must be specified in the colour palate and should be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.
   • All spot colours must be Pantone colours not CMYK.

❏ *FULLCOLOUR AD (a.k.a - CMYK or 4 colour process)*
   • Ensure that BLACK is made up of only BLACK and **NOT** a combination of Cyan Magenta, Yellow in addition to the Black. This refers mainly to small text (14 pt or smaller)
   • All spot colours used must be converted to process.

❏ • All images within the ad must be embedded (not linked) **SAVE ENTIRE AD AS EPS.**

❏ • All fonts must be converted to outlines.

❏ • Save as EPS

ALTERNATIVE FILES

IMPORTANT: IN MOST CASES WE CAN WORK WITH THE FOLLOWING FILE FORMATS. THERE IS A GREATER CHANCE FOR DELAY AND ERROR IF THE FOLLOWING CRITERIA ARE NOT FOLLOWED.

3. ADOBE PHOTOSHOP 7 (or older version)

❏ *B/W Ad*
   • Whenever possible, BLACK must be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.

❏ *B/W plus 1 SPOT colour Ad*
   • CANNOT ACCEPT THIS FORMAT

❏ *FULLCOLOUR AD (a.k.a - CMYK or 4 colour process)*
   • Whenever possible, BLACK must be made up of only BLACK and **NOT** a combination of Cyan, Magenta & Yellow in addition to the Black.

• FOR TEXT/COPY that is 18 pt or smaller - try to keep colours comprised of three or less CMYK process colors.

4. COREL DRAW

❏ *Same rules as #2 apply.*
   Please note: We do not have Corel Draw but in most cases we can open these files in Adobe Illustrator.
• There is a greater chance for file corruption.

5. MICROSOFT WORD

❏ *Convert file to PDF. If possible, ensure that BLACK is not made up of Cyan, Magenta and Yellow in addition to the BLACK.*
• If you can convert to pdf - we can convert for you.
• High instance of font conflicts.

GENERAL RULES OF THUMB THAT MUST BE FOLOWED

• B/W ADS - GREYSCALE - 300 dpi / Bitmap 600 dpi. Black should be spot black and/or shades thereof.

• FULL COLOUR ADS (4 color process) - all colours and images must be converted to CMYK colour modes

• PDF Ads - Ads sent already converted to PDF format must be of good quality with little image qaulity lost.