

Electronic Guidelines



Acceptable Formats:

Quark Xpress 7 • Adobe Illustrator (CC 2015 and lower)

Adobe Photoshop (CC 2015 and lower) • **Adobe Indesign** (CC 2015 and lower)

Corel Draw • PDF (High Resolution - version 5.1.4 and lower)

Before you make your ad for Vitality please read this:

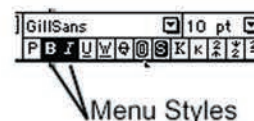
Due to the specific formats required for Vitality magazine, there are some things to take into consideration BEFORE making your ad.

- Make sure your dimensions are the correct size prior to creating the file
- Do not leave anything outside the ad; This includes crop marks, registration marks or anything outside of the borders
- Black and white ads should have a greyscale or bitmap colour mode
- Colour ads should be in a CMYK Colour mode
- When importing images make sure their colour modes correspond to the colour mode of the ad
- All black text in colour ads should have the colour value of C:0 M:0 Y:0 K:100

Preparing your ad to send to Vitality

Each program requires a special format. Please note there are issues beyond our control that may result in the sending of a new format.

Quark Xpress: We accept stuffed or zipped (compressed) Quark files. Please be sure to include all images and fonts, preferably in their respective folders. We recommend that you use collecting or pre-flight software to do this. Please make sure you are **not using menu styles**. Use a font that has bold or italic in its name. Do not change it in the measurement palette.



Adobe Illustrator: We accept Illustrator files that have the text converted to outlines and are sent in an EPS or AI format. In the EPS setup menu please make sure that the preview is set to "none", and make sure that the "include document thumbnail" is selected and "CMYK Postscript" is selected. No higher than Level 3 Postscript. Make sure all images are embedded and not linked.

****Please make sure you are not using gradients with colour (if your ad is running in black & white)**

Corel Draw: Export the ad as an .AI (adobe illustrator format) from Corel. Make sure that the fonts are converted to curves and there is no colour in the ad (if running black and white).

Adobe Photoshop: Create file at 300 dpi resolution or higher. Do not use faux bolds or italics. When finished, save as a PDF (keep layers). Please make sure that "embed fonts" is check marked in the PDF options. You will not be able to do this if you have used faux bolds or italics. When making colour ads please set the **colour values of black type** to C:0 M:0 Y:0 K:100. If you use a mix of colour to make black text your ad will not be accepted.

Pagemaker: Export as PDF. Please talk to Allen in the production Dept., tel: (416) 964-0528, ext. 27

InDesign: Export as PDF. Please talk to Allen in the production Dept., tel: (416) 964-0528, ext. 27

Other Programs - PDF: Send a high resolution PDF (version 5.1.4 or lower). Embed all fonts and images. If you are not using Acrobat Distiller to create your PDF, there can be potential problems with the file.

When emailing the ad, please include the name it was booked under in the Subject heading. In the text of the e-mail, please include the name of the ad, what program it was made in, the size of the ad, and whether or not it is running in colour.

All ads smaller than 1/2 page size, can be emailed to: advertising@vitalitymagazine.com

All ads that are 1/2 page and larger, can be emailed to: prepress@vitalitymagazine.com

Please email advertising@vitalitymagazine.com for any additional information or if you have a question regarding the making of your ad.

Problems sending your ad? Make sure the file size is below your maximum email size (under 5-10 MB?) Make sure there is no colour in your ad if it is running Black & White (change all colour modes to greyscale) • Do you have the correct email address...? Double check .com (not .ca)

If you have not received a reply from Vitality within 3 business days please call the office as we may not have received it.

Vitality magazine, 356 Dupont St., Toronto, Ontario, Canada, M5R1V9 • (416) 964-0528
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