

## CAI-SAN DIEGO COMMON ASSESSMENT MAGAZINE DIGITAL SPECIFICATIONS

**PLEASE BE ADVISED THAT WE CANNOT GUARANTEE THE FINAL PRINT QUALITY OF ARTWORK PRESENTED FOR CHAPTER PUBLICATIONS WHICH DO NOT CONFORM TO THE REQUIRED SPECIFICATIONS. THIS INCLUDES, BUT IS NOT LIMITED TO, ARTWORK CREATED IN MICROSOFT WORD OR ANY OTHER WORD PROCESSING APPLICATION. A GRAPHIC DESIGNER IS FAMILIAR WITH THESE INDUSTRY STANDARD REQUIREMENTS. PLEASE PROVIDE THIS INFORMATION TO THEM FOR CREATION OF YOUR ARTWORK.**

- Digital media accepted: E-mail or CD for large files. If your file is over 10 megabytes, please submit on CD to:  
**CAI-San Diego, 1081 Camino del Rio South, #207, San Diego, CA 92108**
- **A High resolution (PRESS QUALITY) PDF with all fonts embedded or High Resolution TIF file (300 dpi)** are the accepted formats. No layered files please, flatten before sending.
- Name your file your company name, not CAI ad.
- MicroSoft Word, Powerpoint or Publisher files are not a supported format.
- Artwork should be created 100% of actual ad size. Scaling-up o files can result in a loss of quality.  
CAI-San Diego cannot guarantee finished quality of improperly submitted artwork.  
**Please refer to your advertising contract for YOUR correct ad size.**
- Web image resolution is too low (72 dpi) for offset printing requirements. Minimum resolution for all images is 300 dpi.
- All color advertisements must be CMYK. All grayscale (b/w) files must be grayscale. RGB files are not acceptable.
- File correction and revision services are available at market rates (one hour minimum).
- You must provide contact information in case there is a problem with your submitted file.
- E-mail 10 meg or smaller files to **reyadvertising@cox.net**

### ADVERTISEMENT SIZES

**Please refer to your magazine advertising contract for ad size purchased.  
Provide a Print Optimized (High resolution) PDF with all fonts embedded or  
High Resolution TIF file (300 dpi)**

