

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.

- If you need help creating your ad please contact the chapter office at 619-299-1376.
- Digital media accepted: E-mail or send through a file sending service like Hightail.com.
- A high resolution (PRESS QUALITY) PDF with all fonts embedded (preferred) or high resolution TIF CMYK file (300 dpi) are accepted formats. No Photoshop layered files please, flatten before sending.
- Name your file your company name, not CAI ad.
- **MicroSoft Word, Powerpoint and Publisher files are not an accepted format and will incur a 50% surcharge (based on single insertion ad rates) for file conversion.**
- Artwork should be created 100% of actual ad size. Scaling-up of improperly sized 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.
- **Website Live Link in online magazine:** Advertisements must be created as a press quality PDF originating from Acrobat for the website link to be recognized. You must include your website address in your advertisement for the link to be active. Photoshop PDF, TIF, JPG, scanned or flattened files will not support a live link.

- E-mail 15MB or smaller files to advertisements@cai-sd.org

