

THE MONTHLY

MEDIA FILE

DIGITAL REQUIREMENTS

Accepted Formats:

Native files with links (even if embedded) and fonts can be accepted (Mac versions only): InDesign (up to CS1), Quark Xpress (up to 5), Illustrator (up to CS1), Freehand (up to 8).
Pdfs can only be accepted when made from Illustrator—follow directions below.

Photos and Graphics (linked images in ads):

Line art should be at least 600 pixels per inch at the size it will print and should be in tiff or eps format.

For Black & White ads, all images must be at least 200 pixels per inch at the size they will print.

They must be grayscale (not rgb) and saved as tiff or photoshop eps files.

For Full Color ads printed on Coated Stock, all color images must be CMYK.

All images should be at least 300 pixels per inch at print size.

We use a 150 line screen with maximum combined ink density of 320.

For Full Color ads printed on Uncoated Matt Stock, same as above, except we will use a 100 line screen and a maximum combined ink density of 240. It's best not to have reversed type below 8 pt.

Creating PDFs:

If InDesign (including CS2) is being used, do as follows:

- 1) Outline all fonts in the InDesign file (“Create Outlines” in type menu)
- 2) Save as an eps file.
- 3) Open in Illustrator.
- 4) Make sure that when you “find font” there are no fonts in the file—if there are any blank spaces, remove them using “Show hidden characters” to find them.
- 5) Save as an Illustrator pdf file. Make sure you have “preserve illustrator editing capability” checked, and make the file Acrobat 4 compatible. If you are using transparencies in the file, make it Acrobat 5 compatible.
- 6) Send us the illustrator pdf as well as any linked images, even though they are embedded in the pdf.

If Illustrator (including CS2) is being used, do as follows:

Outline all fonts (“Create Outlines” in type menu) and continue from step 4 above in InDesign instructions.

If Quark Express (including CS2) is being used, do as follows:

Either:

- 1) Back save to Quark 5 and include fonts and links as well as the Quark 5 file.
Also email a pdf of the ad or fax a hard copy.

-or-

- 2) Export as an eps, open in Illustrator and follow the instructions for Illustrator.
(If you are designing this on a PC you must follow #2).

If Freehand is being used, do as follows:

Outline all fonts (this must be done if you are working on a PC).

Backsave to Freehand 8.0.

Send the Freehand file as well as any linked images, even if they are embedded in the file.

Files via:

You can either send us a CD or e-mail the file to ads@themonthly.com. Include a laserprint if delivering on a CD.

If emailing, please fax a hardcopy whenever possible to 510-659-9902.

We can accept any size file via email, but prefer to have everything put into one Stuffit file.

If the file is too large for you to email, you can use the free online ftp service “You Send It” at www.yousendit.com

For color ads, please also mail us a hard copy color proof.

If you have any questions please contact our Art Director, Andreas Jones at ajones@themonthly.com or 510.658.9811 x112.