

mechanical requirements

Information

- The Saskatchewan Horse Federation uses a PC-based production system.
- When sending your files, indicate what software and version has been used, and include the following: a 'hard copy', or print-out of the ad for reference, fonts used, all links (photos, graphics)
- It's always a good idea to give us a call or email to see if your files will work with our system.

THE SASKATCHEWAN HORSE FEDERATION OFFICE STAFF

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PUBLICATION TRIM SIZE:

- 8.25" X 10.75"

PAGE SPECIFICATIONS

- stay within the measurements required for ads (refer to diagrams below)
- bleed for any ad must extend 1/4" outside of the final size on all sides
- provide ad with trim marks if possible
- ads should come camera-ready unless previous discussion was involved

PDF FILES

PORTABLE DOCUMENT FORMAT (PDF) files are the preferred format

- do not use PDFWriter to generate PDF files, you should use Acrobat Distiller or export from your design application if it supports PDF export
- PDF files should be converted to CMYK, if not, the SHF will have to convert to CMYK which may cause formatting to the ad (more info in CMYK vs RGB section)
- all fonts should be embedded and sent if at all possible
- all spot colors must be converted to process unless the ad is to be a spot color ad

It is not possible to do significant editing of a PDF file. Make sure your ad size is correct, graphics meet our mechanical requirements and that it has been proofed and approved.

APPLICATION SUPPORT

- Quark Express 6.0 • Pagemaker 7.0
- Illustrator 10 • Photoshop 7.0
- Indesign CS • Corel Draw 8.0
- Microsoft Word

Dallas Pole-Technical Co-ordinator

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All files supplied in these formats will be distilled to PDF format which may cause shifting.

CMYK vs RGB

RGB (Red, Green, Blue) is the additive colour space used to display images on a computer monitor. CMYK (Cyan, Magenta, Yellow, and Black) is the subtractive colour space used in printing images. It is also known as process colour. All images, type and line work must use the CMYK colour spaces, as the use of RGB may result in an undesirable colour conversion.

RESOLUTION

The resolution at which you scan your images is very important. All pictures should have a minimum resolution of 300 dpi at the final sizing being used. All line work should have a resolution of at least 1000 dpi at the final size being used.

GRAPHIC FORMATS

Only PDF, TIFF, JPEG and EPS should be placed into your original files. Do not use PICT, BMP, WMF, PNG, GIF or other platform-specific graphic format. If JPEG images are used, they should be saved at highest quality/lowest compression. Images should always be in CMYK or Grayscale format.

AD RATES are on the Advertising Rate Page

Full Page: 6³/₄" x 9³/₄"

Half Page: 4¹/₂" x 6³/₄"

Quarter Page: 3¹/₄" x 4¹/₂"

Business Card: 2" x 3¹/₄"

Please specify if ad is vertical.

Thank you for your support!