

Preferred File Format—PDF



For best results, all jobs should be supplied as PDF files. MultiAd has PDF presets that, when loaded into your layout program, will create high-quality PDFs that will process optimally in our workflow. MultiAd's presets and easy-to-follow set-up instructions on how to load them (or create a PDF export preset) can be found at:

Adobe® Acrobat® multiad.com/print/virtual_center.shtml

(all versions)
.pdf

Note: there will be a \$55.00 charge per submission for processing revised files.

Preferred Page Layout Programs—Latest Versions



QuarkXPress®
.qxd/.qxp



InDesign®
.indd



Creator
.ctr

Photoshop and Illustrator are NOT page layout programs. Photoshop and Illustrator files must be placed in one of these three layout programs to create a PDF compatible with our workflow. All supplied jobs need to be "Stuffed" (.sitx) or "Zipped" (.zip) after collecting or packaging all files (fonts, images, native files) for output, so that corruption does not occur during file transfer.

Any manipulation we make (at your request) to your supplied files will be charged at a rate of \$55.00/hour.

All files are for both MAC and PC.

Preferred Art Files

Must be placed in a layout program



Photoshop®
.psd



Photoshop®
.tif



Photoshop®
.jpg



Photoshop®
.eps



Illustrator®
.ai



Illustrator®
.eps

FILE EXTENSIONS: To create a more streamlined workflow with fewer technological hurdles, please name supplied art and page layout files with a correct file extension. This is especially important for files to be used across platforms (MAC to PC or vice versa).

PIXELS: Image files (.psd, .tif, .jpg, Photoshop saved .eps) need to be supplied at a DPI (dots per inch) that is twice the size of the output. Our plates are imaged at 150-line screen so the recommended and preferred DPI of supplied files should be a minimum of 300 DPI. Images can be sized down if supplied in correct DPI but cannot be sized up greater than 125% without loss of integrity of the image. (When images are sized up, pixels are mathematically added to the image to increase the size, thus blurring the image.)

Layout Programs/Art Files Not Recommended



PageMaker®
.p65/.pmd



CoreDRAW® 10
.cdr



Publisher
.pub



Word
.doc/.docx



PowerPoint®
.ppt/.pptx



Illustrator
.pdf



Photoshop
.pdf



.bmp



.gif



.pict



.pcx



.png

Note: MultiAd will not be responsible for output of files not supplied in the preferred formats. (Formats .pct, .pcx, .gif and .bmp are accepted. However, they are not recommended, and some require manual conversion which could add cost to your job.)