



Advertising Guidelines

Supplying advertising artwork

In order for advertisers to receive the best results, we have prepared some general guidelines. Please do not hesitate to contact us with any questions at 613-241-8005 ext. 226 or marketing@cha.ca.

File format

The preferred file format is hi-res “press quality” PDF. This format is preferred for several reasons:

- Locked formats such as these minimize the risk of unexpected results when processing.
- Files supplied with embedded fonts ensure that font copyrights are not infringed.
- PDF files give the best results – bitmap formats such as jpg or tiff are composed of pixels and can give jagged edges or a blurred appearance.

Other acceptable file formats:

- Adobe Illustrator CS or Illustrator.eps
- Adobe Photoshop CS or Photoshop.eps/.tiff
- Quark Express 6.1 or lower

PDF file

In addition to the general specifications below, it is essential that PDF files are created through Acrobat Distiller. If there are no specific Distiller settings use the “press quality” option. Please ensure that all elements are in CMYK if the ad is in colour, as RGB elements will print in black and white.

Although other programs such as Word include a “make PDF” option – these PDFs are not press quality and will not produce professional results.

Size

Please ensure that ads are sent in the exact size. Ads with bleeds must be registration marked an additional .25”.

Colour

Monochromatic ads should be prepared to the default black setting with all images optimized for monochromatic use.

If your ad is to appear in full colour, it is vital to ensure that all elements (images, logos, coloured type) are prepared in CMYK separations before creating your final PDF file. If an element is in RGB colour, it will print black and white, despite the fact that it will look fine on screen, as that is a RGB environment. RGB elements can only be detected at flight check, or (expensively) at the proof stage.

PMS (Pantone) colours should also be converted to CMYK before the final file is made. Your agency should do this for you, but please check as the file will need to be returned and resubmitted if incorrect.

Image resolution

Generally, images should be a minimum resolution of 300 dpi at the size they will print. As previously stated, viewing images on a computer screen can be deceptive. Screen resolutions are lower than print resolutions, so images that appear acceptable on screen may nevertheless be unacceptable when printed.

Artwork transfer

You may supply your artwork on CD, DVD, or electronically by email. If the file is over 5 MB, please contact us for further instructions.

Deadlines

Ad confirmation and payment must be received by August 15, 2010.

All colour or black and white artwork should be submitted by September 15, 2010 in electronic format to marketing@cha.ca or sent by mail/courier on CD/DVD to:

Canadian Healthcare Association
17 York Street Ottawa, ON K1N 9J6