

Electronic Guidelines



Acceptable Formats:

**Quark Xpress (7 and lower) • Adobe Illustrator (CSI and lower)
Adobe Photoshop (CSI and lower) • Corel Draw (Save as .AI format)
PDF (high res - version 5 and lower)**

Note: If you send a higher version than what we have, we can not open your file.

Before you make your ad for Vitality please read this:

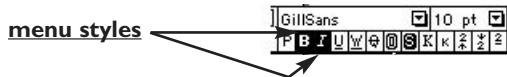
Due to the specific formats required for Vitality magazine, there are some things to take into consideration BEFORE making your ad.

- #1- Please make sure you are using acceptable programs & versions when making your ad (see acceptable formats above)
- #2- Before making the ad, check the specs of the ad and make sure you are making the ad at the right dimensions.
- #3- When creating your file or importing images, make sure that the resolution is set at 300dpi minimum high resolution.
- #4- If you are running your ad in black and white- When importing images into your ad please make sure they are in grayscale or bitmap (Use eyedropper to check colour values or print out colour separations).
- #5- Do not put crop marks, colour bars, bleed or leave pieces of the ad in the file that are not needed.
- #6- All files running in colour should be in CMYK. (RGB colour mode is for the internet and should not be used.)

Getting your ad ready for Vitality (Collecting Ad when it is ready to Send...)

Once your ad is complete with the previous guidelines followed, it will be ready to send to us. Depending on the program you have used, there will be a specific format to send your ad via email or disk.

Quark Xpress: We accept Stuffed or zipped (compressed) quark files. Please be sure to include all images and fonts... preferably in their respective folders. We recommend that you use collecting or Pre-flight software to do this. Please make sure you are not using menu styles. Use a font that is named bold or italic. Do not change it in the measurement palette.



Adobe Illustrator: We accept Illustrator files that have the text converted to outlines and are sent in an EPS format. In the EPS setup menu please make sure that the preview is set to “none”, and make sure that the “include document thumbnail” is selected and “CMYK Postscript” is selected. No higher than Level 2 Postscript. Make sure all images are embedded.

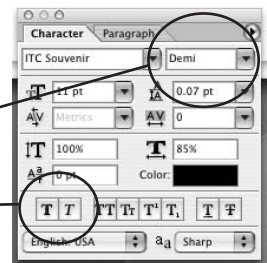
****Please make sure you are not using gradients with colour (if your ad is running in black & white)**

Corel Draw: Export the ad as an .AI (adobe illustrator format) from Corel. Make sure that the fonts are converted to curves and there is no colour in the ad (if running black and white).

Adobe Photoshop: Create file at 300dpi resolution or higher. Do not use faux bolds or italics. When finished save as a pdf (keep layers). Please make sure that “embed fonts” is check marked in the pdf options. You will not be able to do this if you have used Faux bolds or italics.

Use this to bold and italic fonts

Faux Bold & Italic. Do not use.



Pagemaker: Export as PDF. Please talk to Allen in the production Dept., tel: 416-964-0528, ext. 27

PDF: Send a high resolution PDF (version 5 or lower). Embed all fonts and images. If you are not using Acrobat Distiller to create your PDF, there can be potential problems with the file.

**In the email cover letter with your ad, please include the name of the ad in the Subject heading.
In the text of the e-mail, please include the name of the ad, what program it was made in,
the size of the ad, and whether or not it is running in colour.**

All ads smaller than 1/2 page size, running black and white, can be emailed to: advertising@vitalitymagazine.com
All ads that have any colour, or are a 1/2 page and larger, can be emailed to: prepress@vitalitymagazine.com

Problems sending your ad? - Make sure the file size is below your maximum email size (under 5MB?) • Make sure there is no colour in your ad if it is running Black & White (change all colour modes to greyscale) • Do you have the correct email address...? Double check .com (not .ca)

If you have not received a reply from Vitality within 3 business days please call the office as we may not have received it.