



107 Carpenter Drive • Suite 100 • Sterling, VA 20164 Phone: 800.645.7700
 Fax: 703.391.8416 • www.iccfa.com

GUIDE TO ELECTRONIC FILE SUBMISSION

When electronically submitting ad material to the ICCFA or directly to our printer, Automated Graphic Systems, please follow the technical guidelines outlined below. We hope this information will make the process more efficient for our mutual benefit.

Be sure to include the following:

- All fonts—screen and printer—used in your job must be provided every time you electronically submit the file(s).
- All image files used in your job must be provided—even if they are included in the layout program file.
- The actual file for your job.

SUPPORTED SOFTWARE		
SOFTWARE	SUPPORTED FUNCTION	PLATFORM
QuarkXpress	Page layout, typesetting	PC and MAC
Adobe Pagemaker	Page layout, typesetting	PC and MAC
Adobe Illustrator	Illustrations to be placed in Quark or InDesign <i>(Not for final layout)</i>	PC and MAC
Adobe Photoshop	Continuous-tone art, high-resolution line work bitmaps <i>(Not for final layout)</i>	PC and MAC
Macromedia Freehand	Illustrations to be placed in Quark or InDesign <i>(Not for final layout)</i>	PC and MAC

SOFTWARE VERSIONS CURRENTLY SUPPORTED BY OUR PRINTER:
 (Earlier versions are also acceptable)

- QuarkXpress 7.5
- Adobe InDesign CS3
- Adobe Illustrator CS3
- Adobe Photoshop CS3
- Freehand 10.0

WE CANNOT ACCEPT FILES IN:

- MS Office—Word, Excel, Power Point or Access
- Corel Word Perfect
- Ventura Publisher
- MS Publisher

IMAGE FILE GUIDE

- Bitmap files containing line work must be at least 900 dpi with a maximum of 1200 dpi.
- Continuous-tone art at final size must be 300 dpi to obtain the best results.
- 4-color images must be in CMYK—*not* RGB.
- Please keep in mind that scaling images (changing their size) affects the resolution.
- Images designed for print must be saved in EPS or TIFF formats.
- TIFF files are used for bitmap art such as half tones.
- EPS files are used for continuous tone images with clipping paths, illustrations or vector art.
- PDF files must be press ready—ALL fonts and images must be embedded, bleeds must be 1/8” and all images must be CMYK with a resolution of 300 dpi at final size.

SUPPORTED MEDIA

- Iomega ZIP 100 and 250 MB (Windows & MAC)
- Iomega 2 Gig Jaz (Windows & MAC)
- Syquest 44, 88, 200 (MAC Only)
- 3 1/2” Floppy Disk (Windows & MAC)
- CD—rewritable and DVD (Windows & MAC)

FILE SUBMISSION

Files may be electronically transmitted via e-mail or the printer’s FTP site.

When e-mailing files:

- Send to files@ags.com
- Reference “ICCFA Ad, month of publication and company name.”
- Files must be compressed—Use Stuffit for MAC files and Winzip for PC files.
- E-mail attachments cannot exceed 5MB compressed—2MB or smaller is recommended.

When transmitting files to the AGS FTP site:

- Go to www.ags.com and follow the site instructions.
- Reference “ICCFA Ad, month of publication and company name.”
- Files must be compressed—Use Stuffit for MAC files and Winzip for PC files.
- Files cannot exceed 50MB compressed.

When submitting files, the following must be faxed to Laura Williams at (330) 963-7771:

- Written confirmation of the transmitted files.
- Current laser proof of file(s).
- File name(s) to be used in the production of your job.

If you have any questions on the above, please contact Rick Platter at 1.800.645.7700 or via e-mail at rickp@iccfa.com.