



## Digital Ad Checklist

Advertiser Name: \_\_\_\_\_

Publication: \_\_\_\_\_ Issue: \_\_\_\_\_

### Contact Info:

I am the:  Advertiser  Agency  Designer

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_ E-mail: \_\_\_\_\_

File Name: \_\_\_\_\_

File Format:  PDF  EPS  TIFF  Postscript File

Native Application: \_\_\_\_\_ Platform:  Mac  PC

Sent Via:  Email  FTP  Enclosed on a CD-Rom or Zip Disk

**Prior to submitting your file, run through the ENTIRE checklist below to ensure an acceptable file format is submitted.**

- Color: all color except for paid spot colors, including illustrations, set to CMYK or Grayscale.
- Unpaid spot colors converted to process color.
- Image Format: Placed images should be either EPS or TIFF format.
- Resolution: the file and the images within the file should be at least 266-300 dpi.
- Fonts: all fonts should be embedded or outlined – NO Font Substitutions.
- Trim, bleed, and center marks, offset at least 1/8" (9 points) from the trim.
- Appropriate proof generated from the final digital file.

Send to: CANON COMMUNICATIONS LLC  
**Ad Management Services**  
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