



# FILE REQUIREMENTS

Please read and follow the guidelines below to insure compatibility. We can not guarantee publication using formats that do not comply to these specifications. Feel free to contact us with any questions, problems or concerns.

## DIGITAL FILE REQUIREMENTS

**Our publications are produced electronically, direct-to-plate using Adobe InDesign CS3 on the PC platform.**

The following file formats are acceptable:

Adobe PhotoShop, Illustrator, InDesign, and Adobe PDF.

- All art should be clearly and consistently named and linked, and all fonts included. All links must be embedded.
- Photoshop files must be 300 ppi for photos and 600 ppi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files.
- EPS files from PhotoShop or Illustrator must be a high resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths.
- PDF files must be high-resolution (300 ppi). Press Quality PDF format is preferred. ALL fonts must be embedded.

When sending files that were created on a Mac, always include a FILE EXTENSION at the end of ALL file names (.indd, .eps, .ai, etc.). The preferred file from a Mac is a Press Quality PDF with all fonts converted to outlines.

**Ads created using any Microsoft product (i.e. Word, Publisher, Powerpoint, etc.) cannot be guaranteed.** Every effort will be made to convert and/or redesign your ad utilizing these files. A follow-up proof is required and agency discount will not apply.

**Photographs from web sites are not guaranteed to print without pixilation.** When sending JPG images, high resolution (300 ppi) images must be received.

## DIGITAL FILE DELIVERY and PROOFS

Prior to sending files to Urner Barry, you must have a confirmed advertisement order arranged with your Sales Representative. When sending material, please include contact information. Digital files can be mailed or delivered to Urner Barry on CD-ROM or sent by e-mail (30MB e-mail file size limit).

Please send files via UPS, FedEx, USPS, etc. on disk (CD-ROM) to the following address:

**Urner Barry, 182 Queens Blvd., Bayville, NJ 08721  
Attn: Advertising**

Materials may be e-mailed to [advertise@urnerbarry.com](mailto:advertise@urnerbarry.com). Please indicate in your subject heading which publication your ad is intended for.

Urner Barry cannot be held responsible for mistakes caused by late delivery, incomplete or damaged digital files.

We require a proof accompanying the supplied advertising material. If files are e-mailed and you are not able to send a hard-copy proof, a PDF is sufficient when accompanied with a fax proof. (Fax 732-341-0891, Attn: Advertising).

We do NOT regard PDF and desktop print material (e.g. from general office and home printers) as an accurate color proof. Urner Barry is NOT liable for any errors or omissions on ads submitted without a proof.

## FTP

Urner Barry's Printing & Mailing FTP site is available for uploading files that are large in file size, or for an alternate method to sending files via e-mail.

1. Open up WINDOWS Explorer (not *Internet Explorer*). If you do not have a short cut to this program you can right click on the "Start" button in the bottom left of your desktop and select "Explore", or hit the Windows key +E.
2. Type the following: <ftp://ftp.urnerbarry.com> in the Address bar and hit enter.
3. Enter the following: Username: *printshop* Password: *jobprint*
4. "Drag and Drop" or "Copy and Paste" your file in the open window
5. Please call 732-240-5330, and ask for the Printshop if you are experiencing trouble sending or receiving files via our FTP site.

**Please notify [advertise@urnerbarry.com](mailto:advertise@urnerbarry.com) that you have placed a file on the server.**

## COLOR REQUIREMENTS

### FULL COLOR (CMYK) ADS

*Urner Barry's Reporter* and the front advertising sections and covers of our Directories are printed in full-color (4-color process). All files must be CMYK or grayscale. Files with spot, RGB, Pantone, Trumatch or any other colors will be converted in-house and final color is not guaranteed to match your proof.

## ONLINE BANNER ADS

All banners ads for our online services should be saved for the web as a JPG or GIF, with the following pixel dimensions:

**Comtell home page: 750 x 70**

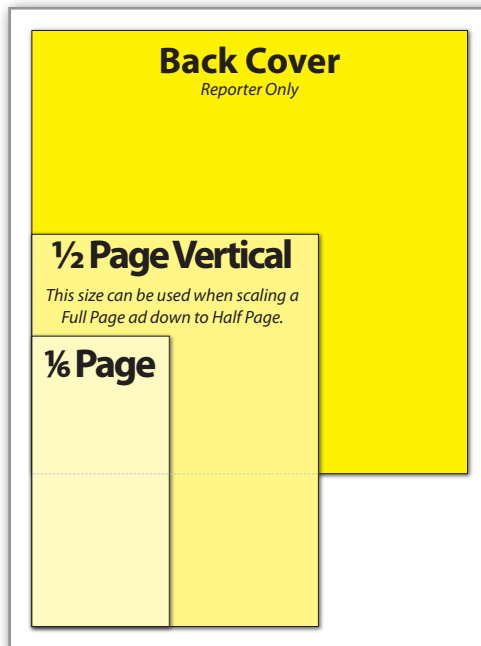
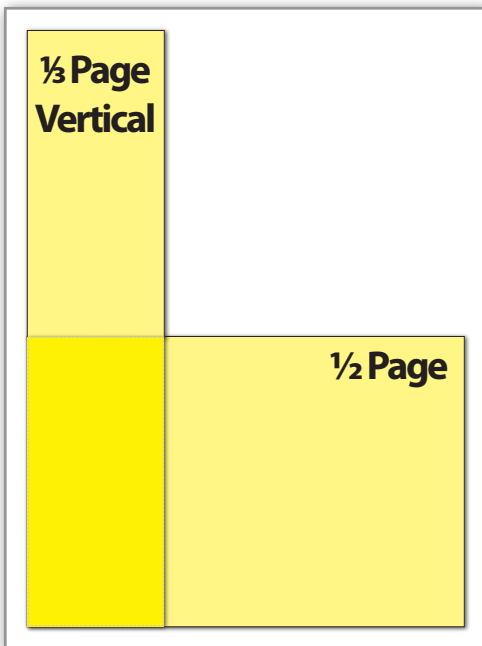
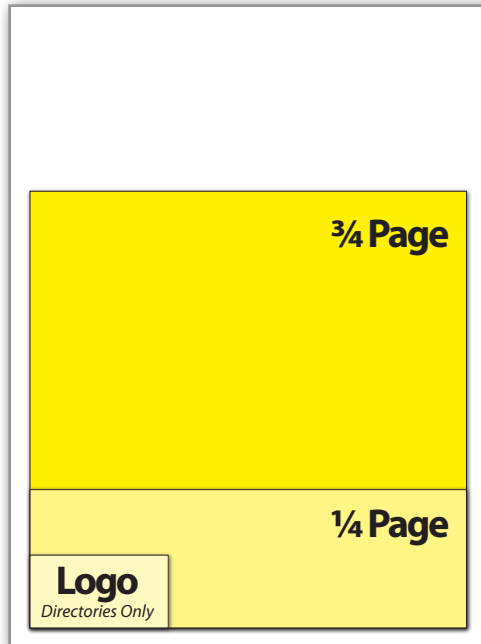
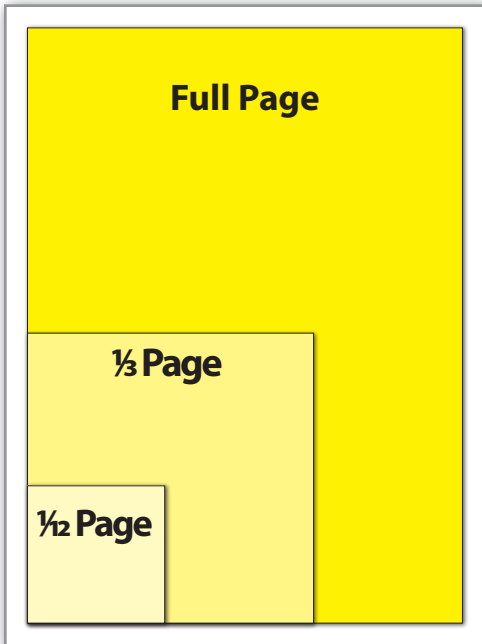
**Horizontal: 468 x 60**

**Vertical: 160 x 600**

**Headline: 170 x 130**

# AD SPECIFICATIONS

Illustrations scaled to 25%



**Full Page**  
**Inside Cover**  
7.5" W x 10.25" H

**Back Cover**  
7.5" W x 7.625" H

**1/2 Page**  
7.5" W x 5" H

**1/2 Page Vertical**  
5" W x 6.75" H

**1/3 Page**  
4.9375" W x 5" H

**1/3 Page Vertical**  
2.375" W x 10.25" H

**1/6 Page**  
2.375" W x 5" H

**1/2 Page**  
2.375" W x 2.375" H

Who's Who  
in the  
**FISH**  
INDUSTRY

**Meat and Poultry**  
**DIRECTORY**

**Back Cover**  
**Inside Covers**  
**Full Page Ad**  
7.5" W x 10" H

**3/4 Page**  
7.5" W x 7.5" H

**1/2 Page**  
7.5" W x 5" H

**1/4 Page**  
7.5" W x 2.375" H

**Logo**  
2.375" W x 1.25" H

**Column Ads** (shown actual size)  
3.167" W

**Daily Publications**  
Yellow Sheet  
Seafood Price-Current  
Price-Current