

New Specifications and Tips for CG Magazine Digital Ads

Celebrating Greyhounds Magazine is published by Nxtbook: www.nxtbookmedia.com.

Need help producing your ad per the new digital specifications detailed below? We have a designer who can provide a quote to create an ad that is dynamic and results-oriented. Email ruthann@zographix.com for more information.

Digital Ad Sizes (in inches)		Ad Rate (per issue)
1/6 Page	4.75w x 4.00h	\$90
1/3 Page	4.75w x 8.25h	\$150
2/3 Page	9.5w x 8.25h	\$250
Full Page	14.5w x 8.25h	\$400

Specifications:

Color Mode for digital ads must be RGB (do not use CMYK).

Minimum resolution for inserted photos is 300 ppi.

Minimum resolution for line art is 600 ppi.

Minimum **overall** resolution for the compiled ad copy is 150 ppi.

Completed ads must be provided at the correct dimensions as listed above. The preferred format for submitting ad copy is a PDF compiled according to Nxtbook specifications (see below for detailed settings and instructions for creating a Nxtbook PDF in Adobe Illustrator or Photoshop). Embed all fonts and links in the final PDF.

Incorrectly compiled PDFs cannot be accepted; if you are unable to submit a Nxtbook PDF, we can also accept the following native file types:

- Adobe Photoshop (.psd), all layers provided
- Adobe Illustrator (.ai), all fonts converted to outline
- Adobe InDesign (.indd), with all linked files and fonts

We cannot use low-resolution PDFs, JPEG (.jpg) files, or Microsoft Office files (.doc, .ppt, or .xls). Contact advertising@adopt-a-grehound.org with any questions about file format.

Fonts:

The font needs to be larger than that used in a printed magazine so that zooming isn't necessary to read the text. The exact size will depend on the font(s) selected, but we suggest starting with 12 to 16 point and experimenting.

Sans-Serif fonts work best and make for easier on-screen reading. Avoid Serif fonts as they may fade out on some monitors. Examples of recommended Sans-Serif fonts include Arial, Avenir, Avant Garde, Century Gothic, Eurostile, Franklin Gothic, Futura, Gotham, Helvetica, Myriad, News Gothic, Trade Gothic, and Zurich. Embed all fonts.

Leading:

Leading should be 4 to 5 points greater than the font size. This gives more white space and allows the eye to flow through the text more easily.

Interactive:

Use hotlinks in your ad to direct readers to your website or online store. Embed all links.

Slideshows:

The increased font size required for digital ads limits the space available for images. Instead, photo slideshows can be used to showcase multiple product offerings. Additional charges will apply.

Animation:

Digital ads also allow the use of Flash or HTML5 animation. Additional charges will apply.

→ Other custom add-on options are available to make your ad stand out – contact us at advertising@adopt-a-greyhound.org for details.

Detailed settings for creating a Nxtbook-formatted PDF

Listed below are the settings used to save an ad created in Adobe Illustrator or Photoshop as a correctly formatted PDF for CG Magazine. If you are creating your ad using other graphics design software, use these settings as guidelines for saving or exporting your document as a PDF. Key points to remember:

- Save/Include/Export all layers.
- Embed all fonts and hyperlinks.
- Do not embed thumbnails.
- Do not create a tagged PDF.
- Follow resolution/compression settings shown below (minimum 150 ppi).

Example "Save As" Settings to create a Nxtbook PDF in Adobe Illustrator:

Using Illustrator, Save As → Adobe PDF

Using Photoshop, Save As → Photoshop PDF or Adobe PDF

Adobe PDF Preset: Custom, based on "High Quality Print"

Compatibility: Acrobat 5 (PDF 1.4)

Standard: None

General

Preserve Illustrator Editing Capabilities: On

Embed Page Thumbnails: Off

Optimize for Fast Web View: On

Compression

Color Bitmap Images:

Bicubic Downsampling

Resolution: 150 ppi

For Image Above: 225 ppi

Compression: Automatic (JPEG)

Image Quality: Maximum

Grayscale Bitmap Images:

Bicubic Downsampling

Resolution: 150 ppi

For Image Above: 225

Compression: Automatic (JPEG)

Image Quality: Maximum

Monochrome Bitmap Images:

Bicubic Downsampling

Resolution: 600 ppi

For Image Above: 900 ppi

Compression: CCITT Group 4

Compress Text and Line Art: On

Marks and Bleeds

All Off/None

Output

Color:

Color Conversion: Convert To Destination

Destination: U.S. Web Coated (SWOP) v2

Profile Inclusion Policy: Don't Include Profiles

PDF/X:

Output Intent Profile Name:

N/A

N/A

N/A

Mark as Trapped: Off

Advanced

Subset embedded fonts below: 100 %

Security

Document Open Password: Off

Permissions Password: Off

Encryption Level: High (128-bit RC4) - Acrobat 5 and later