

GSA TODAY

GSA Advertising
3300 Penrose Place, P.O. Box 9140
Boulder, CO 80301-9140, USA
Toll Free: +1-800-472-1988, ext. 1053
Local: +1-303-357-1053
advertising@geosociety.org, acrawford@geosociety.org
www.geosociety.org/advertising.htm

Display Advertising—Electronic Submission Guidelines

The following guidelines will assist in preparation of electronic files for digital submission.
If you need additional assistance, please contact GSA Advertising Manager, Ann Crawford.

The companies that print GSA publications use direct-to-plate rather than traditional film processing and stripping in of ads. For this reason, we require that ads be submitted in specific electronic formats. To help ensure that your organization's ad appears exactly as you'd like it, please follow these steps. All electronic art files should be accompanied by a hard copy proof (made from supplied file) to ensure accurate reproduction. If no hard copy proof is supplied, client assumes risk. GSA will not alter client ads to ensure quality print reproduction. Final art not sent according to specification is not guaranteed to reproduce at highest quality.

ELECTRONIC DELIVERY

E-mail: acrawford@geosociety.org
E-mail files depending on file size. Maximum size for e-mail is 4MB. For files over 4MB, you may upload your file to our FTP site.

<ftp://rock.geosociety.org/gsatoday/>
Select (menu bar)<File> <Login as>
User name: editors@geosociety.org
Password: GeOIOgy (Case sensitive, cap G, zeros not ohs, lower case l)
Copy files to site as usual.

DISK DELIVERY

GSA prefers that your ad be submitted electronically via e-mail or FTP. If this is not convenient, you may submit your ad via CD, DVD, or floppy. Label all media with contact information, and file names.

PLATFORM STATEMENT

GSA's art department is Macintosh based. Although we will make every effort to accommodate PC files, we must determine their compatibility prior to production.

AD SIZE

To ensure that your ad appears as you intend, create the ad according to the specifications given to you by your ad representative. Ads not built to exact dimensions may end up distorted to fit the ad space purchased.

ACCEPTABLE FORMATS

PDF (Portable Document Format) is the preferred format for final submission of ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

PDF requirements:

- Adobe Acrobat Distiller setting PDF/X-1a.
- Embed all fonts.

Illustrator/Freehand EPS
(Encapsulated PostScript) EPS requirements:

- Embed all graphics.
- Convert all fonts to Outline (Illustrator) or Paths (Freehand).

UNACCEPTABLE FORMATS

JPEG, BMP, GIF, and PNG formats are designed for Web graphics and are not acceptable for print. Word, Works, and Publisher files are not acceptable for quality press output. Quark, InDesign, and PageMaker native file formats are not accepted. GSA does not accept outside fonts. Please export your ad as a PDF with graphics and fonts embedded.

Photoshop files are raster based. This means that if they need to be resized their quality will deteriorate. Photoshop EPS files are not ideal for text unless they are saved at 600 dpi or higher, which increases file size.

GRAPHICS AND COLORS

- For best results, use resolutions of 300 dpi for black and white photos, 300 dpi for color photos, and 1200 dpi for line art. Ruled lines no smaller than 0.33 pts.
- Use TIFF and EPS graphics in layouts.
- Indexed color is not acceptable and is for Web use only. It will not separate correctly.

Black and White Ads:

- Four-color black (aka: Registration) is not acceptable.
- Black and white ads must not contain any CMYK, RGB or spot colors.

Process Color Ads:

- All graphics/photos must be specified as CMYK — RGB is not acceptable.
- Convert any spot colors to CMYK.
- Four-color black text (aka: Registration, or Rich Black) is not acceptable. Please use 100% black.

CONTACT INFORMATION

For questions about rates, deadlines, ad sizes, or placement, please contact:
Ann Crawford, GSA Advertising Manager
+1-303-357-1053,
toll free +1-800-472-1988, ext. 1053, or
acrawford@geosociety.org.

You can also go to our Web site,
www.geosociety.org/advertising.htm.

If you are unable to use the recommended software or if you have questions about file formats, please contact:
Margo Sajban, Senior Graphic Designer
+1-303-357-1077, toll free +1-800-472-1988,
ext. 1077, or msajban@geosociety.org.

Please submit all ad artwork to GSA Advertising Manager, Ann Crawford, acrawford@geosociety.org, advertising@geosociety.org

*Thank you for your support of The Geological Society of America (GSA) publications.
Advertisements such as yours help fulfill our mission of promoting the geosciences.*

