

Display Advertising – Electronic Submission Guidelines

The following guidelines will assist in preparation of electronic files for GSA print- and e-media.

PRINT MEDIA

GSA Today (monthly science and news magazine).

The companies that print GSA publications require that ads be submitted in specific electronic formats. The following guidelines should help ensure that your organization's ad appears exactly as you'd like*.

FILE SPECIFICATIONS / GENERAL GUIDELINES

- Ads should be created at 100% of the ad space/format/trim size
- PDF (Portable Document Format) is requested for final submission. Most current graphics and page layout applications allow saving or exporting the document as a PDF
- *Unacceptable formats for GSA's print reproduction:* JPEG, BMP, GIF, or PNG (designed for web graphics not print). Word, Works, Publisher, Quark, Power Point, or PageMaker will not provide quality press output and are also not acceptable. Photoshop EPS files are not ideal for text unless they are saved at 800 dpi or higher (which will create large files)
- Export final ad as a PDF with graphics and fonts embedded (GSA can't accept outside fonts)

PDF Requirements

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

Illustrator/Freehand EPS (Encapsulated PostScript)

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

GRAPHICS AND COLOR SPECIFICATIONS

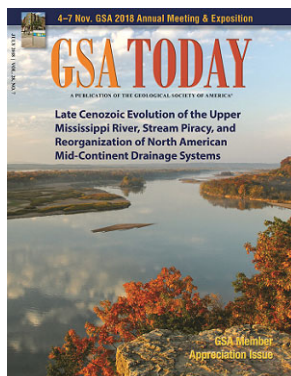
- For best results, use resolutions of 300 dpi for photos; 800-1200 dpi for line art. Ruled lines can be no smaller than 0.33 pts
- Use TIFF and EPS graphics in layouts

Color Ads

- All graphics / photos must be CMYK color format (RGB or Indexed color is not accepted by GSA's print vendor)
- Convert any spot color to CMYK
- Text content *must be specified as 100% black* (ie: no "4-color" black, also known as "Registration, or Rich Black")

Black and White ads

- Use 100% black only
- Ads must not contain any CMYK, RGB, or spot color
- Four color black (ie: Registration) is not acceptable



DIGITAL, E-MEDIA

GSA Connection (monthly eZine),
GSA Today Issue eAlerts

GSA's digital/e-media require ads be submitted in specific file formats for web and email platforms.

SPECIFICATIONS / GENERAL GUIDELINES

- Ads should be created at 100% per product specification
- Ads are static (no animations or rotation)
- RGB color
- PNG, JPEG, or GIF are preferred final format

SUBMIT FINAL FILES

(PRINT & DIGITAL FORMATS)

- Final files should be sent by specified deadlines by email to GSA Advertising Manager at advertising@geosociety.org
- Maximum size for email is 4MB. If the file exceeds 4MB, contact GSA Advertising Manager or Graphic Designer for submission instructions
- GSA's Graphic Designer will check the submitted file. If there are any concerns, GSA will contact the client to make appropriate fixes for print production
- Contact us directly with any questions

CONTACTS

Advertising Manager

advertising@geosociety.org

Marketing Director

communications@geosociety.org

RATES & INFORMATION

www.geosociety.org/advertising

**Note: Final files not sent according to specifications are not guaranteed to reproduce at highest quality. GSA will not alter client ads to ensure quality print reproduction. Ad preparation services may be available at cost. Please inquire for service.*