

# DIGITAL SPECIFICATIONS

## *for The Wildwood Independent*

We can accept files on **CD, Floppy Disk, or emailed to [carol@twi-news.com](mailto:carol@twi-news.com)**.  
Files larger than 15MB should be submitted on a CD.

### ARTWORK AND PHOTOS

Bitmap, Color and Grayscale files can be submitted as  
**TIFF, EPS, JPEG, or PDF** files

Color (CMYK or RGB) or Grayscale files should be at least **150 dpi**  
**(300 dpi preferable)** and no smaller than the size it is to be in  
the finished ad

### ADVERTISEMENTS

We can accept digital files in the following formats:

**Quark XPress 6.5**

**Adobe Photoshop CS**

**Adobe Illustrator CS**

**Photoshop or Acrobat PDF file**

If you have a more advanced version of software, please backlevel the  
file appropriately for our system. (Note: We cannot read PageMaker or  
Microsoft Publisher files)

We will substitute your fonts unless you send a PDF file or Illustrator  
file with fonts converted to outlines. In other words, the fonts  
must be turned into graphics.

### CAMERA READY ART

Ad slicks and photographs will result in better quality if they are not  
already pre-screened.

Please do not send color-separated plates or negatives.

Please do not write or mark on the artwork to be used.

**TWI IS PRODUCED IN AN APPLE MACINTOSH ENVIRONMENT.**