

International Herald Tribune Digital Specifications

ADS Files:

ADS files are the IHT's preferred method of electronic file transfer. The job must be created on the correct size of document with the top left coordinate at 0.0. All illustrations and images within the ADS file must be EPS or TIFF format. Insertions for 4-color must be composite process separated C.M.Y.K. and should be of a resolution no higher than 220 dpi.

Please ensure that printer fonts are included, as most standard Mac OS fonts are screen only. Only PostScript fonts are supported by ADS. Neither Multi Master fonts * nor ATM True Type fonts are supported. If any Mac OS fonts are used without the correct PostScript printer font embedded, the offending font will be replaced with Courier automatically by our RIP.

* Multi Master fonts are not true fonts and although they sometimes appear to be so, it is not possible to maintain font integrity with these. True Type fonts are, in effect, a set of instructions as to how to render the characters. Because PostScript devices do not understand these instructions, they would need to be rendered by the machine that created the job.

Required Formats:

When sending individual elements, please ensure the following are supplied:

- Quark document with high-resolution images correctly positioned and created on the correct size of document with the top left coordinate at 0.0.
- High-resolution images (TIFF or EPS)
- Graphic files must be saved as EPS with fonts converted to "outlines" (Adobe Illustrator, version 6 and above) or "paths" (Freehand, version 4 and above).
- For booked four color, images must be saved as composite process C.M.Y.K.

Spot Color:

For spot color advertising copy, files must be supplied as composite, printing only the 2 required colors, black (K) and Pantone reference (e.g. pantone 109). On some occasions, spot color advertising may appear on a 4-color process separated page. In this instance, a composite C.M.Y.K. file must be supplied.

File Transfer:

Electronic data can be sent using the following protocols:

- ADS (Artwork Delivery System), a form of ISDN transmission.
- 4-Sight ISDN Manager / Wamnet Transmission Manager.
- Disk: High density 1.4MB floppy, CD or 100-250 Zip Disk.
- FTP: First stuff the advertising copy, using the application Dropstuff, created by Aladdin systems (downloaded via the internet), then copy the stuffed file to the address supplied by your local advertising representative.

The International Herald Tribune cannot guarantee reproduction quality for film and recommends sending all artwork digitally. All electronic files must be saved and supplied using a reference number generated by the IHT's advertising booking system and first insertion date OR by using the advertiser name.

Please contact Sell Media International if you require ISDN, URN and fax numbers. Confirm all transmissions by telephone using the correct URN and issue date. Please fax a proof of final artwork copy at time of transmission.

Material Delivery

Please forward the electronic file direct to Paris at

labo@iht.com and cc to alison@sellmedia.com.au and AChen@iht.com

You may also forward the creative in pdf file format. However, the file should not exceed 3MB and all printer fonts must be included in the file.