

## 2009 Digital File Specifications

The current file format supported by American Express Publishing is PDF/X1—a digital files with total dot density of 300. No application files such as Quark XPress documents will be accepted. All files must be accompanied by two (2) SWOP color proofs with color bars (i.e. Iris or Kodak approvals). **For more information on “How to Distill a PDF/X1-a” please go to [www.direct2.time.com](http://www.direct2.time.com).**

**Ads will not be accepted via E-mail or FTP**

### PDF/X1a Specs

- PDF/X1—a file saved on a CD-ROM disk. Only one ad per file
- All High-resolution images and fonts must be included when the PDF/X1—a file is saved
- Only use Type 1 Fonts – No TrueType fonts or Font Substitutions
- Images must be SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi.
- Total area density should not exceed SWOP 300% TAC
- No RGB or JPEG Images. Do not nest EPS file into other EPS files. Do not embed ICC Profiles within images
- All required image trapping must be included in the file(s)
- Right Reading, Portrait Mode, 100% Size, No Rotations
- Standard Trim, Bleed and Center Marks in all separations, 1/2” outside Trim (No marks included in the “live” image area)
- Maximum dimensions, including all Marks, Color Bars, and Agency info:  
Single page = 11” wide by 17” high;  
Spread page = 22” wide by 17” high
- Digital proof (Color or B&W) which represents the final digital file
- For color guidance on press — Digital, Press, or Off-press proofs which meet SWOP specifications
- Include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip for quality control – You can download an EPS file containing this strip from **[www.direct2.time.com](http://www.direct2.time.com)**

