

Electronic File Preparation

Electronic files for publication in *Hydro Review* and *HRW* must conform to the following specifications:

Files must be in one of the following file formats:

- **tiff** (tagged image file format)
- **eps** (encapsulated post script)
- **pdf** (portable documat format)

Accepted transfer media:

- 100MB/250MB Zip
- 1GB/2GB Jaz
- CD-ROM (ISO9660)
- E-mail (if a file is larger than 1MB, compress it before sending by e-mail)
- FTP (include a pdf file for proofing; call for more specific instructions)

The following information is required:

- A directory of the disk
- Advertiser/company name
- Agency (if applicable)
- Contact information (name, telephone, e-mail) for questions about the files
- Publication name, issue, and date

TIFF files

TIFF files must be a minimum of 266 dpi at 100% magnification. Bitmap graphics such as solid lines and type should be a minimum of 800 dpi. All color tiffs must be converted to cmyk for printing. If the advertisement is to be reproduced in black and white, convert TIFF to grayscale.

EPS files

Color must be cmyk (no RGB) or PMS spot color for matched second color. *All fonts must be converted to outline.* TIFF files must be embedded, not linked, and at a minimum of 266 dpi at 100% magnification.

PDF files

Please using the following settings when creating PDF files for print:

Resolution minimum: 2540
Embed all fonts
Subset fonts below 99%
Color bicubic downsampling @ 1200 dpi
Grayscale bicubic downsampling @ 300 dpi
Monochrome bicubic downsampling off
Color and grayscale compression at 8-bit zip
Monochrome compression at CCITT, group 4
No compression of text or line art
Preserve OPI comments
Preserve Overprint settings
Preserve Transfer functions
Remove Under color removal
Color conversion: Unchanged
Color management: Off

File names:

Please include advertiser name in file name and include file extension, e.g. bigdams.eps

