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# Acceptable Advertising File Formats

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## 1. Adobe Acrobat PDF Files

### PostScript Printer Description File

PDF files must be Distilled from PostScript files generated with the PPD that is available for download through <http://www.101com.com/mediakits/resources.asp>.

Mac users choose the print driver file named “PrinergyRefinerPPD.sit” and begin its download. Use StuffIt Expander to extract the file named “Prinergy Refiner.”

**Mac OS 9.x** (or for page-layout applications running in “Classic” on OS X): Place the PPD file inside the “Printer Descriptions” folder (Macintosh HD > System Folder > Extensions > Printer Descriptions).

**Step 1 for Mac OS X versions 10.2.x and higher:** Place the PPD file inside the “en.lproj” folder (Macintosh HD > Library > Printers > PPDs > Contents > Resources > en.lproj). Take note of this path as you will navigate to the location of the “Prinergy Refiner” PPD during the next step.

**Step 2 for Mac OS X 10.2.x:** Launch the “Print Center” application (Applications > Utilities > Print Center). Add a new printer using the “IP Printing” option. For “Printer’s Address” type in “localhost” (without the quotes). UNcheck the box for “Use default queue on server.” For “Queue Name” type in “PrinergyRefiner” (without the quotes). For “Printer Model” choose “Other....” Navigate to and select the “Prinergy Refiner” PPD and click “Choose.” Click “Add” and “PrinergyRefiner on localhost” is added to the list and set as the default printer.

**Step 2 for Mac OS X 10.3.x:** Launch the “Printer Setup Utility” application (Applications > Utilities > Printer Setup Utility). Add a new printer using the “IP Printing” option. Select “LPD/LPR” for “Printer Type.” For “Printer Address” type in “localhost” (without the quotes). For “Queue Name” type in “PrinergyRefiner” (without the quotes). For “Printer Model” choose “Other....” Navigate to and select the “Prinergy Refiner” PPD and click “Choose.” Click “Add” and “PrinergyRefiner on localhost” is added to the list and set as the default printer.

**Windows PC** users download two print driver files (“AdobePSPrinter.zip” and “PrinergyRefiner.ppd.zip”). Save each of these files to a convenient location on your drive. Extract the content of both .zip files: The .zip file named “AdobePSPrinter.zip” contains the file named “winsteng.exe” and the .zip file named “PrinergyRefiner.ppd.zip” contains the file named “PRINREFE.PPD.” Remember the location of these files.\* Double-click on “winsteng.exe” to start the Adobe PostScript Driver Setup, which will take you through the process of setting up the “print-to-file” printer: “Prinergy Refiner.” Set this printer up as a “Local Printer.” For “Local Port Selection,” choose “FILE: Local Port.” You do not need to configure this port. You will be asked to “Browse” to the location of the PPD file. When you have arrived at the folder containing the PPD (through the navigational window in the installer) you will see a printer listed on the left side of the window named “Prinergy Refiner.” Select this printer name and continue the install. This printer will not be shared (choose “Not Shared”). It is not necessary to choose a new name for the printer, print a test page, or view the ReadMe file. When prompted to configure the printer, choose “Yes” and click “Next.” Double-click on “Font Substitution Table” and set all fonts to “Don’t Substitute.”

*\*PageMaker users must place and install the PPD file inside the “PPD4” folder (PageMaker folder > RSRC > USENGLISH > PPD4).*

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## 1. Adobe Acrobat PDF Files (*continued*)

### Acrobat Distiller Settings for Distiller versions 6.x and 7.x

Visit <http://www.101com.com/mediakits/resources.asp> to download distiller settings.

**Macintosh** users choose “1105\_Acr5\_V2.joboptions.sit” (for Acrobat Distiller ver. 4.x or 5.x) or “1105\_Acr6\_V2.joboptions.sit” (for Acrobat Distiller ver. 6.x) or “1105\_Acr7\_V1.joboptions.sit” (for Acrobat Distiller ver. 7.x). Use Stuffit Expander to extract the .joboptions file.

**Windows PC** choose “1105\_Acrobat5Settings.zip” (for Acrobat Distiller ver. 4.x or 5.x) or “1105\_Acrobat6Settings.zip” (for Acrobat Distiller ver. 6.x) or “1105\_Acrobat7Settings.zip” (for Acrobat Distiller ver. 7.x). Extract the content of the zip file.

### Macintosh and Windows PC users—Install and Activate Distiller Settings:

**Distiller version 4.x or 5.x:** Place the file named “1105\_Acr5\_V2.joboptions” inside the “Settings” folder that is inside the “Distiller” folder that is inside the “Acrobat” folder. Launch Distiller and choose Acr5\_V2” as the active set.

**Distiller version 6.x: or 7.x:** Launch Acrobat Distiller and drag the appropriate .joboptions file to the Distiller window.

## 2. Adobe Illustrator or Macromedia FreeHand EPS or PDF Files

- Files should be set for high resolution output. Files will be output to a device resolution of 2400 dpi.
- Select all text and “Convert to Paths” in FreeHand or “Create Outlines” in Illustrator.
- Be sure that the colors are specified properly in your files. Colors meant to print CMYK should not be set to “spot.” Make sure that colors are set to CMYK rather than RGB. Delete any unused colors from the color palette.
- Be aware of effects that can be caused by transparency and flattener settings. All transparency must be flattened in the final page file that is submitted for processing.

## 3. QuarkXPress, Adobe PageMaker, & Adobe InDesign Application Files (Not recommended)

We support QuarkXPress and Adobe InDesign native application files.

- If you must send page-layout application files, it is important to supply all of the elements that went into creating the files: fonts, art files, and high-resolution image files. Continuous-tone-type images should have a resolution of 300 pixels per inch for publications to be produced with a 150 line screen (150 lpi), or 266 ppi for publications to be produced with a 133 line screen (133 lpi). Single-bit images should have a minimum resolution of 600 ppi and an optimum resolution of 1200 ppi. Make sure that images are set to the proper color space (no RGB or LAB color or embedded color profiles).
- Custom effects should be applied to a graphic file prior to its import into a page-layout program. Apply any colorizing, rotation, or special effects in the appropriate photo-retouching or illustration program. Refrain from using third-party XTensions or Plug-Ins in your page-layout application file.
- Do not use font menu styling to create type effects.

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## 3. QuarkXPress, Adobe PageMaker, & Adobe InDesign Application Files *(continued)*

- Be sure that colors are specified properly in your files. If you have created any custom colors or are using Pantone colors, be sure that they are designated as “Process Separations” or “Spot” depending on the intent. Make sure that all elements intended to print in the same spot (Pantone) color are assigned exactly the same spot color name. Delete any unused colors from the color palette.
- Supply a directory listing all files copied to transfer media, or all files that are transferred electronically.
- Supply a composite proof with color content clearly indicated. A SWOP-calibrated proof is suggested.

## Supported Software / Versions for Ad Application Files

- We accept native page-layout application files that are created in QuarkXPress for Macintosh and Windows and Adobe InDesign for Macintosh and Windows. All QuarkXPress application files will be processed in QuarkXPress 6.5. All Adobe InDesign application files will be processed in Adobe InDesign CS2.