

Logo Specifications

OCTOBER 30 - LOGO FILES DUE AT PINC

DIMENSIONS

Maximum width = 3.5"

Height = 1", 1.5", 2" or 2.5"

Check your ad confirmation to see which size you ordered.

Required File Naming Convention

Files must be named with

- Company Name_
- BG10_
- LOGO
- File extension

E.g. XYZLith_BG10_LOGO.pdf

SUBMITTING YOUR FILE

Email

Files under 1.5 MB may be sent to
diane@pinc.org.

Subject line must include logo information
e.g. XYZLitho - BG10 LOGO ad.

Please include your production contact information in this email.

FTP

Files larger than 1.5 MB may be uploaded to our ftp site.

Use the folder named:

BG10_MEMBER_ADS_HERE

Hostname: ftp.pinc.org

Username: guest

Password: pinc

You must use an ftp client program and be in passive mode,
a browser will not work on this site.

**Please send an email to diane@pinc.org to let us know
that you have uploaded files.**

Mail

If sending CD or DVD, please notify us by email.
Include printed proof and send media to:

PINC

Attn: Diane Gong
665 Third Street, Suite 500
San Francisco, CA 94107
1.800.659.3363

FILE PREPARATION

Basics

- Placed art is minimum 300 PPI at 100%.
- All colors CMYK – no spot colors (convert spot to process).
- Convert all blacks to rich black – 30% C, 30% M, 30% Y, 100% K
- Avoid small type built with more than 2 process colors.

Preferred File Format

- Hi-res PDF created with special PINC Settings from InDesign CS2/3.
- Download these settings from Buyers Guide web site
www.buyersguide.pinc.org/

Accepted File Formats:

Native Adobe Illustrator CS2/3

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

Adobe Illustrator EPS Files

- Embed all links, minimum 300 PPI at 100%.
- Outline all fonts.
- All colors CMYK – no spot colors.

TIFF Files

- 300 PPI at final size.
- Flattened
- All colors CMYK – no spot colors.

PRINTACCESS LOGO

All logo advertisers receive a company logo on their PrintAccess page. You need not provide a separate file unless your Buyers Guide logo ad art is different than your standard company logo.

Questions – Contact Diane Gong

diane@pinc.org

OCTOBER 30 - DEADLINE



PINC
665 Third Street, Suite 500
San Francisco, CA 94107
1.800.659.3363