

Guidelines for advertisements, May 2007-05-04

Format

Advertising materials in PDF format are *highly preferred*. Failing that, the following so-called open formats are accepted:

- Text in Microsoft Word 98 or higher. Images should be attached separately
- Quark Xpress files 4.0/4.1
- Adobe InDesign 2.0
- Adobe Illustrator 10
- Adobe Photoshop 8.0

Media

Advertising materials may be sent on CD-ROM or USB-stick by mail to PO Box 1574, 6501 BN, Nijmegen, The Netherlands or digitally to layout@ancient-warfare.com. We also use an FTP drop box for large files. Please contact us for more information.

Technical specifications

Fonts

- When using an open format, be sure to submit all used (Apple Macintosh!) fonts
- When using an open format, please submit a (color) print of the complete advertisement which can be used as reference
- Do not use Font styles, such as bold or italic. Instead use the correct, special fonts. Your own printer will probably not show any inconsistencies, but it may cause problems during the final printing process. If you do not have special fonts, indicate font styles in your text. Use <I> for italic, for bold, <U> for underlining.
- Do not use bullets, asterixes, slashes, etc in filenames

Illustrations

- If you import illustrations into your (open format) file, be sure to submit a high resolution (at least 300 dpi) version of your image as well.
- Illustrations should be high resolution (300 dpi) and preferably in PDF, TIFF, JPG or EPS formats. If possible save images in CMYK mode. RGB images have to be converted which may cause a color shift.
- If PMS colors have been used, be sure to submit the numbers of the utilised colors separately.

Sizes

Advertisements in *Ancient Warfare* are always fractions of an A4 sized page.

- 1/1: 210x297 (WxH) + 3mm bleed
- 1/2: 185x132mm or 90x270mm
- 1/4: 90x132mm or 185x63mm
- 1/8: 63x90mm