

# Electronic File Submission Guidelines

WJW works with the following programs only: QuarkExpress 6, Adobe Acrobat 7, Adobe Illustrator CS2, Adobe Photoshop CS2, Adobe InDesign CS2

Ask your account executive for our "Do's and Dont's"

## What to send

- PDF (with postscript fonts and all fonts embedded)
- All graphics and images in TIFF or JPG format (at 300 DPI resolution)
- Any special instructions
- Printout of ad
- If color, color must be in CMYK (send PMS number if applicable)

## How to send

**Email:** Complete advertising file to:  
production@washingtonjewishweek.com (size limit: 9 megs).  
Give the advertiser's name and publication date of ad on the subject line. Save file as: "(publication date)\_(client name)."

A printout of the ad must be faxed as well. Please direct it to your account executive's attention. PDFs are not acceptable as proofs as they still require WJW to output an accurate version.

**FTP:** Contact your account executive for instructions to place your ad on our FTP site

We accept CDs and DVDs

\*WJW reserves the right to substitute fonts if not provided or if fonts are incompatible with our operating system. WJW is not liable for any change in appearance that may occur as a result of font substitution.

For more information, please contact WJW production office at 301-230-2222 x224 or x228

## Color Information

Color is an additional charge. Please ask your account executive for costs.

Color is process CMYK (Cyan, Magenta, Yellow, Black)

Pantone colors will be reproduced using CMYK conversion.

RGB file submissions will be converted to CMYK. WJW is not responsible for any color shift that may occur as a result of this process.

## Deadlines\*

### DISPLAY

Space reservation and ad copy: Noon, Friday prior to publication  
Printer Ready Electronic Ads: 1:00 pm, Monday, week of publication  
Ad Cancellation Deadline\*\*: 5:00 pm, Monday, week of publication

### CLASSIFIED

Tuesday, Noon, week of publication

\*Special sections or holidays may require earlier deadlines and are at the discretion of WJW. Call your account executive or 301-230-2222 x236 for specific information.

\*\*No scheduled (verbally or written) ad space will be cancelled after this time