



Before you email, mail or log onto our website to send your files, please read the specifications below. This information is being provided to help expedite the prepress handling and final production of your digitally supplied ad or artwork.

### Acceptable File Formats

1. QuarkXpress 7.0 or earlier, Adobe Photoshop CS3 or earlier (TIFF or EPS), Adobe Illustrator CS3 or earlier, and Adobe InDesign CS3 or earlier.
2. If sending an Acrobat PDF file, make sure it is PDF X-1A compliant or please download and use SAVE's Acrobat Distiller. Job Options file (works on both Mac and PC).
3. All other file formats must be approved by the Art Department prior delivery.
4. All documents and/or files sent to SAVE's Art Department must be able to be edited in a Macintosh environment. This includes all graphics, original documents\* and fonts\*\*.

\*Microsoft Word, Excel, PowerPoint and Publisher are NOT acceptable file formats.

\*\*PC fonts will not work in a Macintosh environment. SAVE will use a Macintosh equivalent for any PC font used in a document. Because of platform differences, various font manufacturers and amount of space dedicated to SAVE's font library, SAVE will not be able to match all fonts exactly.

### Adobe Distiller options

When sending a PDF to SAVE, make sure it is PDF X-1A compliant or please download and use SAVE's Distiller Job Options file available for [download on the website](#) (Mac or PC).

#### To make a PDF PDF X-1A compliant

1. Create a postscript file of your original document with no compression setting or color settings changed (Leave as is).
2. Export file out as a postscript file (.ps).
3. Set Distiller (version 8.0 or later) to PDF X-1A in the settings drop down window. This will automatically set the right setting for a Press Ready PDF.

If you have an earlier version of Acrobat/Distiller version 5.0 or lower, please use the Save Distiller Job Options file available for [download on the website](#).

#### Mac Instructions

Once you have downloaded the **SAVE\_2004.joboptions** file from the website, please do the following:

1. Open and place it into the following folder within Adobe Acrobat: **Adobe Acrobat/Distiller/Settings**.
2. After you have placed the SAVE\_2004.joboptions file in Distiller, launch Distiller and in the Job Options dropdown menu, choose the SAVE\_2004 option.
3. This will create a PDF that is Hi-Resolution, CMYK and printer-friendly.

### PC Instructions

After downloading the SAVE\_2004.joboptions file, it will need to be decompressed using Stuffit Expander or WinZip (see our Online Tools page if you need a decompression tool.) Once decompressed, please do the following:

1. Find Adobe Acrobat on your local hard drive and place the SAVE\_2004.joboptions file in **Adobe Acrobat/Distiller/Settings**.
2. After you have placed the SAVE\_2004.joboptions file in Distiller, launch Distiller and in the Job Options dropdown menu, choose the SAVE\_2004 option.
3. This will create a PDF that is Hi-Resolution, CMYK and printer-friendly.

If you have any further questions, please contact the Art Department at SAVE prior to sending files.

### Scans/Artwork

1. All supporting artwork must be included (scanned photos, clip art files, etc...). EPS or TIFF files preferred. Do not use JPEG encoding on EPS files, or LZW or other compression on TIFF files (will cause the image to print as black & white). Any other file format **must** be approved by SAVE prior to submitting. Supporting artwork files must be able to be edited in a Macintosh format (Adobe Photoshop CS3 or Illustrator CS3). Original photos/artwork must be included if computer files are not Mac compliant.
2. All rasterized files (TIFF, Photoshop PSD and EPS) must have a minimum resolution of 300 DPI and must be placed in QuarkXpress or InDesign at no larger than 100%. If the resolution is lower we cannot guarantee the quality of the printed piece.
3. All specialty fonts must be included\*.  
*\*Because of the limited amount of fonts that we fit on our operating system, we reserve the right to replace any body text (non-headline) with a like font.*
4. All Adobe Illustrator/EPS files must have outline fonts.
5. Because of low resolution (72 DPI), most images downloaded from the Internet **CANNOT** be used.

### Delivery Options

1. **FTP:** Please visit the FTP area on our website to upload your files to our server. We recommend using a file compression utility (Stuffit/WinZip) to avoid file corruption during file transfer. For further information and links to file compression utilities, visit our Online Tools section.
2. **Email:** To increase efficiency, please contact SAVE's Art Department prior to sending the file. We recommend using a file compression utility (Stuffit/WinZip) to avoid file corruption during file transfer.  
Send to:  
Detroit Market: <mailto:art.detroit@saveeverything.com>  
Chicago Market: <mailto:art.chicago@saveeverything.com>  
Houston Market: <mailto:art.houston@saveeverything.com>  
Twin Cities Market: <mailto:art.twincities@saveeverything.com>
3. **Disk:** CD, Zip 100/250 or a 3.5" floppy disk (Standard or High Density). Use Stuffit/Zip compression if needed.

Please supply a color proof of the file for verification.

Mail to:  
 SAVE  
 1000 W. Maple Rd., Suite 200  
 Troy, MI 48084  
**Attn: Art Department**

### Questions

Any other specific questions can be directed to the Art Department located in our Michigan Office. For links to compression tools for both platforms, visit our [Online Tools](#) page. Check out our [FAQ section](#) for a list of Frequently Asked Questions.

### Layout - Standard Size

The live image area for SAVE ads are as follows: (Please see table below).

Ad Code(s)	Ad Size	Finished Size	Size w/Bleeds
1, 47, 81, 97	Full Page*	7.5"w x 10.5"h	7.75"w x 10.75"h
40, 90	Front Cover* (Composite)	7.5"w x 10.5"h	7.75"w x 10.75"h
6, 46, 96	Back Cover*	7.5"w x 10.5"h	7.75"w x 10.75"h
3, 48, 83, 98	2-Pg Spread*	15"w x 10.5h	15.25"w x 10.75"h
7, 49, 87, 89	1/2 Pg. Vert.	3.375"w x 10"h	N/A
8, 45, 88, 95	1/2 Pg. Horz.	7"w x 4.875"h	N/A
9	1/4 Pg.	3.375"w x 4.875"h	N/A
16	1/4 Pg. Dining Guide	7"w x 2"h	N/A
44, 94	Cover Partner Panel*	9"h x 5"w	9.25"h x 5.25"w
41-43, 91-93	Cover Tiles*	2.75"h x 2.375"w	3"h x 2.625"w

\*Add 1/8" to all sides for bleed area. Keep all text 1/4" in from trim (finished) size.