World Journal
Press-Ready Advertisement Specifications

World Journal currently use Adobe Indesign CS3. To achieve the optimum print result, please note the following guidelines before submitting your artwork/press-ready advertisement.

1. **Please set your advertisement in its correct publication size.**
2. **Please use PC format.**
3. **Please provide the following formatted files for your graphic layouts**
   ___ .PDF , ___ .TIF , ___ .JPG , ___ .EPS , ___ .PSD

   (File names should only consists ASCII charaters and numbers.)

Format	Resolution	Color AD	B/W AD	Notes
PDF (.pdf)	document setting	CMYK	Grayscale	● Use "High Quality Print" setting when exporting from any applications Use **PDF Version 1.3** ● Keep the original layers ● All colors must be in CMYK mode
TIFF (.tif)	300dpi	CMYK	Grayscale	● Image Compression, choose LZW
JPG (.jpg)	300dpi	CMYK	Grayscale	● Format Option, choose Baseline (Standard)
PostScript (.eps)	300dpi	CMYK	Grayscale	● All fonts must be outlined ● All graphics must be embeded ● All images must be in CMYK mode ● Document Color Mode must be in CMYK
Photoshop PSD(.psd)	300dpi	CMYK	Grayscale	● All fonts must be Rasterized
Logo .etc Line Art (.tif)	600dpi	Bitmap	Bitmap	

1. Resolution must be a minimum of 300 dpi at 100 percent of its final print size.
2. Black text should only be created using 100% black. (C0, M0, Y0, K100)
3. Do not using color in type (10 point or smaller) that is made up of more than two of the CMYK colors.
4. Do not flatten the layers if you need us to modify the art work.
5. Do not create page layout in the following formats:
   ___.doc , ___.pub , ___.png , ___.bmp , ___.gif
   (Those files don't effectively facilitate laying out pages and changing fonts, and often has trouble printing clear images.)
6. All electronic graphic productions must be recieved 3 days prior its publication.