



PSD

QXD

INDD

Adobe Photoshop 10.x, Adobe Illustrator 13.x

Save color files in CMYK mode; resolution of 300 dpi, images less than 266 dpi may not be suitable for print.

Quark XPress 7.x (Windows)

Use "Collect for Output" option to ensure all images, fonts, and links are packaged with the document. Images placed in Quark must be a minimum of 266dpi and CMYK mode for color images. **(Mac)** Fonts that are not cross-platform will have to be substituted.

Adobe InDesign 5.x (Windows)

Use "File/Package" option to ensure all images, fonts, and links are packaged with the document. Use the preflight check to update all links and images.

PROGRAM FORMATS

Images less than 266 dpi may not be suitable for print.

The following images are **not** recommended for print: photocopy (Xerox), Inkjet prints, and Polaroid images.

To ensure the accuracy of your ad, please include a hard copy proof along with the file.

EPS

PDF

JPEG

TIFF

FILE FORMATS

Email ad copy can be sent to:
adcopy@treetrader.com

Large file sizes may need to be compressed using Winzip or Stuffit programs.

* Preferred File Formats

TIFF*

Save color files in CMYK mode; resolution of 300 dpi. Ad must be cropped to our ad size specifications. Tiff files eliminate cross-platform font issues.

JPEG*

Save color files in CMYK mode; resolution of 300 dpi. Ad must be cropped to our ad size specifications. Select the maximum image quality when saving the jpeg. Jpeg files eliminate cross-platform font issues.

PDF*

Save or export the ad or image as a high resolution PDF, 300 dpi

EPS

Save or export ad or image with 8 bit preview. Ad must be cropped to our ad size specifications. EPS files generally eliminate cross-platform font issues but cannot be guaranteed.

Camera Ready

All camera ready copy must be ready to scan. Original photos should be included if the ad is not true camera ready.