

File Delivery For Broadcaster Magazine.

We are set up to receive electronic files for Advertising and Editorial, via the Internet or on disk, in either Macintosh or PC platforms. Macintosh format is preferred. The following is a list of software and hardware that are supported. Please take note of these parameters, as we cannot assume responsibility.

PREPARING FILES

To avoid reproduction problems and additional charges:

Include all printer and screen fonts and supporting postscript fonts and graphics with your ad file. If fonts are not included, we reserve the right to substitute fonts that closely match the original.

Ensure all colour is converted from RGB to CMYK and/or is set for process separation (CMYK printing). Confirm that the file is prepared to the size that is booked. If the ad is to print B/W, confirm that all colour graphics have been changed to Greyscale.

Allow 20-30% for dot gain in midtones and tritones.

Graphics and Scans should be at 300dpi and saved in an appropriate format GIFs are NOT acceptable for publication (see below for acceptable formats).

JPEG compressed files are NOT the preferred format for printing. They may be acceptable if they are not highly compressed and the resolution is 300dpi or higher. The JPEG format compresses files by throwing away

data; high compression and/or low resolution will result in jagged images and text.

TIF(F) format is acceptable; do NOT use compression when saving in the TIF format.

Please include a plain text file that lists all the files/formats/fonts included when sending via email/FTP.

Please fax a hardcopy of ad to Sales Rep/Art Director or send one along with your disk. **Please relay the method and time of transmission and file name(s) of your files to: jcook@broadcastermagazine.com so we may track, download and pre-flight your advertisement as quickly as possible.**

MACINTOSH

Quark XPress 3.32, 4.1*,5,6

Adobe Pagemaker 6.0

Adobe Photoshop 7

Adobe Illustrator 10

Adobe Acrobat 4.0 (pdf) (MUST be Distilled with Press Optimized Settings, all fonts MUST be embedded)

Corel Draw 10.0

WINDOWS

Quark XPress 3.32, 4.1*,5

Adobe Pagemaker 7

Adobe Illustrator 7.0

Adobe Acrobat 4.0 (pdf) (MUST be Distilled with Press Optimized Settings, all fonts MUST be embedded)

Corel Draw 10.0

SOFTWARE/HARDWARE COMPATIBILITY

Please note: We CANNOT accept any ads or graphics submitted in Word Processing or Office Type Software such as MS Word, Word Perfect, Excel or Power Point. MAC format is always preferred. If you are in doubt, please ask.

*Quark Passport files must be saved in single language format.

See (<http://www.quark.com/support/techinfo/technotes.jsp?idx=90>) for more information.

TRANSPORT MEDIA ACCEPTED / MODES OF DELIVERY

Please note: Compress all files (.sit or Zip) before e-mailing them. Do NOT send self-extracting files (.sea or .exe).

Please name your files to indicate the ad being transmitted.

3.5 HD Floppies Mac or PC 100 Mb Zip Disks Mac or PC 1 Gb Jazz Disks Mac or PC CD Rom Macintosh HFS or ISO 9660 format Only.

FTP1: (File Transfer Protocol) (See below for complete settings)

ftp address: bigftp.businessinformationgroup.ca

User ID: brc

Password: caster209

Directory: Files will automatically be placed in the BRC folder.

FTP2: (File Transfer Protocol) (See below for complete settings) (Use only if FTP1 is not available)

ftp address: bigftp2.businessinformationgroup.ca

User ID: creative

Password: graphic

Directory: Uploads

ACCEPTABLE FORMATS

We support the following, check before submitting:

Do NOT use DirectCD (Mac or PC) or other software that creates UDF format (Drag and Drop Recording).

There are problems reading them on both Mac and PC.

PCs use EasyCD Creator, if you have it, its default data format makes CDs readable by Macs and PCs.

Settings/Troubleshooting FTP Connections

Our FTP Site is used by over 30 publications, please name your files appropriately. It is preferred that you compress your file (or files) into one compressed file instead of uploading a number of individual files or whole folders. Please use Stuffit (.sit files for Mac or PC see <http://www.stuffit.com/> for more information) or Zip compression. Please do not send self-extracting files (.sea or .exe etc.). We can unStuff or unZip files on either Macs or PCs. Settings for a FTP Client program (i.e. Fetch) or using FTP commands from a DOS prompt.

(FTP1) Address: bigftp.businessinformationgroup.ca Username: brc Password: caster209

(FTP2) Address: bigftp2.businessinformationgroup.ca (Use only if FTP1 is not available) Username: creative Password: graphic Directory: Uploads

If using a DOS prompt, switch to binary mode to upload.

If you are having trouble connecting to our ftp site with an FTP Client (Fetch etc.), check to see if "passive mode" is on or off. Our FTP Server sometimes does not like "passive mode" being enabled, the following is how

to check the settings in Fetch but other FTP programs should be similar.

In Fetch go to the "Customize" menu then select "Preferences".

In the "Preferences" window select the "Firewalls" tab.

In the "Firewalls" tab if "Use passive mode transfer (PASV)" is on (checked) turn it off, if it is off, turn it on.

On PCs Only:

to use ftp from a web browser on a PC (works with MS Internet Explorer 5 or later for the PC, does not work with Netscape).

If using the **Internet Explorer 7.0** browser, enter the address stated here and hit enter. You will receive an error: "**Internet Explorer cannot display the webpage**"

At this point, click on the **Page icon** (upper right hand corner) and select:

"Open FTP site using Windows Explorer" A prompt to login should now be displayed

(FTP1)

ftp://brc::caster209@bigftp.businessinformationgroup.ca

It should take you directly to the BRC folder but it might then prompt for username and password, or possibly just the password.

Username: brc

Password: caster209

(FTP2) Backup Server (Use only if FTP1 is not available)

ftp://creative:graphic@bigftp2.businessinformationgroup.ca/Uploads

It should take you directly to the Uploads folder but it might then prompt for username and password, or possibly just the password.

Username: creative

Password: graphic

you should then see a list of files in the "Uploads" folder.

You can then use copy and paste (right click) into the browser window. Do NOT Drag and Drop files, you will get permission errors and the transfer will fail.

Mac Users can Download with Internet Explorer for Mac using

ftp://brc:caster209@businessinformationgroup.ca, but Internet Explorer for Mac does not allow uploading of files.