AD MATERIALS FOR IPAD DESIGN & PRODUCTION:

Specs

- iPad dimensions are 1024 x 768 pixels. Please check with your publication to determine what orientations you need to provide: either horizontal only, vertical only, or both orientations.

Advertisements can be provided as InDesign files (preferred)

- InDesign colorspace should be set to RGB, there are no bleeds etc.
- Please have the designer package the file so we have everything; pages, linked images and fonts

Other formats

- We can also use Photoshop or Illustrator files
- We can also use PDFs if that's all you have

Images

- Images should be high res if possible
- It's better if they have not been converted to CMYK
- Preferred image formats for photos are .jpg .psd .tif
- Preferred formats for logos and line art are .png .gif .ai or .eps

Video

- Preferred formats are .mov and .mp4 We can also sometimes use .flv and .f4v files
- Please send the actual videos. If you send a link, please make sure it is a **download** link
- Embedded video should be limited to 1 minute

Audio

- Preferred formats are .wav or .aiff We can also use mp3s, but they are lower quality

Files

- Please stick to alphanumeric* filenames and keep them as short as possible
- When you have a folder ready to send, please compress it to a .zip file
- Please send the .zip file to Thea.Reeves@cygnus.com via http://ge.tt/ or you can use http://webftp.cygnuspub.com/index.asp

** Do not use anything but letters, numbers, hyphens and underscores...no #$%& etc.*

When all else fails

- Call Thea at ext. 1611

More questions?

- Contact your MSR for assistance

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