

## PDF SPECIFICATIONS

- **PDF/X-1a** file is preferred. Send to **TDNads@gvpub.com** and specify in which issue the ad is to be placed.

Supplying a native file if a PDF/X-1a file is not possible:

- Ads should be created in Apple Macintosh-compatible software: QuarkXpress 7, Indesign CS3, Illustrator CS3, Photoshop CS3. (Other application files are not accepted.) If created in another program, save ad as a CMYK PDF file at a minimum of 300 dpi with all fonts and images embedded or converted to outlines.
- Save all embedded images in TIFF or EPS format at a minimum of 300 dpi. Pantone (PMS) colors must be converted to CMYK (process colors). Black-and-white images must be grayscale. **JPEG file formats are not accepted.**
- All fonts (both printer font and screen font suitcase), logos, pictures, images, etc MUST be supplied with the application file. If fonts are not supplied, we will match them as closely as possible. Use only Type 1 or Adobe Type fonts. No TrueType or MultiMaster fonts. Black text should not be RGB or 4-color black.

## VIDEO AND AUDIO SPECIFICATIONS

- Your video or audio file should not exceed **25 MB**. The media link system is made to show small formats such as commercials and spots.
- The media link system can handle most common media file types. We recommend that you create the video as a FLV file. If that is not possible, the media system also supports common formats such as AVI, MPG, WMV, and MOV.

## FLASH REQUIREMENTS

- All programming must be Actionscript 3 (AS3) compatible.
- Simple animations can use AS2, but any complex events such as button events must be AS3. **(In general, Zmags doesn't support AS2.)**
- All AS3 movies should target Flash Player version 9.
- Use a frame rate of **30 fps** as this is what the viewer uses.
- Animations should be kept in individual movie clips and placed on the root timeline.
- Consider having only one frame on the root timeline, as this makes controlling the movie clips much easier.
- For more Flash details, visit <http://community.zmags.com/university/best-practice/zmags-best-practices-technical-guide>.

## SYSTEM REQUIREMENTS

- Zmags is cross-browser compatible and works on both Mac OS and Windows. The Zmags platform requires Flash for reading, and a minimum flash version required is version 9.0.115.
- If the reader does not have Flash installed or runs an older version, the reader is redirected to a page where Flash Player can be installed or the Zmags can be viewed in HTML.
- The Zmags digital magazine platform scales to fit the screen resolution of the reader. It is optimized for 1280 x 1024 and 1024 x 768. Readers with higher screen resolutions will still see the Zmags, although it may not utilize the entire screen. For readers with lower screen resolutions, the content will scale to fit the actual screen size.

**Great Valley Publishing Company will not be responsible for reproduction quality of supplied artwork that does not meet these requirements.**