

# File Format CHECK SHEET



## ***Making a Complete Advert:***

Colours must be converted to CMYK (cyan, magenta, yellow & black).

Fonts must be fully embedded.

Images must be CMYK and not compressed.



No thanks:

RGB Colours.

RGB Images.

Rich Black text (Black text made up from 100% black and other colours)

JPEG embedded images in complete adverts.



## ***Artwork File Formats to send us:***

PDF: Portable Document Format.

EPS: Encapsulated Post Script.

TIFF: Tagged Image File Format

JPEG: Joint Photographic Experts Group (Photoshop files only).



No thanks:

Microsoft Publisher.

Adobe Pagemaker.

In-Design.

Corel Draw.



## ***Where to send the file:***

ISDN: 01633 775556

Email: [comserve@gwent-wales.co.uk](mailto:comserve@gwent-wales.co.uk)

Always label the file as the URN.

*Thankyou*