

CREATING AN ACCOUNT.

It's free and easy to do. It will only take a minute and you need to have an account in order to upload any ads. Having an account allows you to submit an ad to any ads4reed publication. In addition, it allows you complete access to the history of the ads you have uploaded, along with detailed info regarding your ad transactions. After creating an account, simply select from the menu options and let the site help you complete your goal.

WARNINGS ARE OK IF FIXED,

unless the warning is resolution. If the images that are in the pdf are the best quality that you have, please view the pdf at 300%. This is the best way to view how your images will look printed. Images should not have jagged edges or look pixelated, these are low-res. All images should have sharp edges and show clear details when viewed at 300%. If you are ok with how your images look, please contact the production manager and give them the ok to go ahead with this pdf.

OPI

is a lowres to highres swop out on the print process. If you get this warning, in most cases the file is fine, but please view the pdf at 300% just to be sure the resolution of the images are highres.

ADS4REED

Converts all RGB colors to CMYK, it does not convert spot colors. Please take the time to change your spot colors to CMYK in your layout application, re-distill and resubmit to ads4reed.

COMPOSITE FONTS

Caused by Adobe products when exporting pdfs files directly.

Solution 1 - Save postscript and distill.

Solution 2 - Outline the fonts in the Adobe application. (do not have "page information" checked on in the marks and bleed section of the printing setup.)

PDF LIBRARY

Causes color shifts in pdfs when reprocessing

Solution 1 - Save and distill (using our distiller settings)

Solution 2 - When exporting make sure to save pdf as Acrobat 4 (version 1.3)

TRANSPARENCY

Caused by Adobe or Office products. (Drop shadows, Ghosting, Special Effects)

Solution 1 - Save postscript and distill.

Solution 2 - When exporting make sure to save it as Acrobat 4 (version 1.3) compatible and set the transparency flattening to "high" or above. (It will be grayed out if no transparency is in the file).

LOWRES

Low res images are caused by using the wrong distiller settings, wrong export settings, blend or gradients, or if OPI in Quark is checked.

Solution 1 - Change the distiller setting to our standards.

Solution 2 - Change the export setting to our standards.

Solution 3 - While saving postscript in Quark make sure OPI is "NOT CHECKED" even if its grayed out

Warning • PDF header version 1.4(or 1.2, 1.5) does not meet user requirements.

Explanation: RBI printers do not recommend supplying files created with versions above 1.3 due to potential problems with transparent objects and composite fonts. Both characteristics could exist in PDF versions 1.4 & above. The Ad portal is warning for files above 1.3 to alert the Publication that additional attention might be needed for a file that is more than 1.3. The ad portal also fails for both transparent objects and composite fonts so we believe setting to warn instead of fail is the appropriate action.