

Display Advertising—Electronic Submission Guidelines

The following guidelines will assist in preparation of electronic files for all GSA publications.

PRINT MEDIA

The companies that print GSA publications require that ads be submitted in specific electronic formats to help ensure that your organization's ad appears exactly as you'd like it.

GSA will not alter client ads to ensure quality print reproduction.

NOTE: Final art not sent according to specification is not guaranteed to reproduce at highest quality.

E-mail files to Advertising Manager for submission.

Maximum size for e-mail is 4MB. For files over 4MB, call for instructions (see contact information).

FILE SPECIFICATION/GENERAL GUIDELINES

- Ads should be built at 100% trim size.
- PDF (Portable Document Format) is the preferred format for final submission of ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.
- Unacceptable formats for GSA's print reproduction: JPEG, BMP, GIF, and PNG, Word, Works, Publisher, Quark, and PageMaker.
- Export your ad as a PDF with graphics and fonts embedded. GSA does not accept outside fonts.
- No need to export your ad with bleed, crop, or registration marks, color bars, or page information.

PDF requirements:

- Adobe Acrobat Distiller setting PDF/X-1a
- Embed all fonts

Illustrator/Freehand EPS (Encapsulated PostScript) EPS requirements:

- Embed all graphics
- Convert all fonts to outline (Illustrator) or Paths (Freehand)

SUBMIT FINAL FILES

- Final files should be sent by specified deadlines by email to GSA Advertising Manager at advertising@geosociety.org
- Maximum size for email is 4 MB. If the file exceeds 4MB, contact GSA Advertising Manager or Graphic Designer for submission instructions.
- GSA's Graphic Designer will check the submitted file. If there are any concerns, GSA will contact the client to make appropriate fixes for print production.



GRAPHICS AND COLOR SPECIFICATIONS

- For best results, use resolutions of 300 dpi for photos and 800–1200 dpi for line art. Ruled lines can be no smaller than 0.33 pts.
- Use TIFF and EPS graphics in layouts.

Process Color Ads:

- All graphics/photos must be specified as CMYK. RGB or Indexed color is not acceptable.
- Convert any spot colors to CMYK.
- Use 100% black. Four-color black text (aka: Registration, or Rich Black) is not acceptable.

Black and White Ads:

- Use 100% black. Four-color black (aka: Registration, or Rich Black) is not acceptable.
- Black and white ads must not contain any CMYK, RGB, or spot colors.

DIGITAL MEDIA

GSA Connection (monthly email newsletter),
GSA Today Issue Alert email

GSA's digital/e-media require ads to be submitted in specific file formats for web and email platforms.

FILE SPECIFICATION/GENERAL GUIDELINES

- Ads should be created at 100% per product specification
- Ads are static (no animations or rotation)
- RGB color
- PNG, JPEG, or GIF are preferred final format

Thank you for your support of The Geological Society of America (GSA) publications. Advertisements such as yours help fulfill our mission of promoting the geosciences.

CONTACT INFORMATION

For questions about rates, deadlines, ad sizes, and publication placement, contact:

Advertising Manager

Ann H Crawford
+1-303-357-1053
Toll free: +1-800-472-1988, ext. 1053
Email: advertising@geosociety.org

Graphic Designer and Marketing Associate

Emily Levine
+1-303-357-1077
Toll free: +1-800-472-1988, ext. 1077
Email: elevine@geosociety.org