

# Specifications – DPI Conference Guide

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## Specifications for Client's supplied Material

*Note: All ads are to be produced in Black and White (Ads do not bleed off page)*

In order to help you gather up the information needed (documents, electronic files, photos, etc.) for us to insert your ad, we have put together this specifications' sheet with accepted formats, as well as preferred formats. Please follow these guidelines in order for us to maximize the use of your material.

## Electronic Files for Page Layouts/Ads, Logos and Images \*

### A) Preferred File Formats

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| <ul style="list-style-type: none"><li>i) Macintosh file formats:<ul style="list-style-type: none"><li>a. QuarkXPress (up to 8.15)</li><li>b. Adobe InDesign (up to CS4)</li><li>c. Adobe Illustrator (AI, EPS), (up to CS4)</li><li>d. Encapsulated Postscript (EPS)</li><li>e. Hi-Resolution PDF (version up to 9.0)</li><li>f. Grayscale Raster Images (PSD, TIF)</li></ul></li></ul> | <ul style="list-style-type: none"><li>ii) Windows file formats:<ul style="list-style-type: none"><li>a. QuarkXPress (up to 8.12)</li><li>b. Adobe InDesign (up to CS4)</li><li>c. Adobe Illustrator (AI, EPS), (up to CS4)</li><li>d. Encapsulated Postscript (EPS)</li><li>e. Hi-Resolution PDF (version up to 9.0)</li><li>f. Grayscale Raster Images (PSD, TIF)</li></ul></li></ul> |
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*Note: All other formats (Coreldraw, Freehand, etc.) might be subject to additional processing fees.*

### B) Production Notes

- i) Vector images (Adobe Illustrator or CorelDRAW) are better because they can be scaled to any size.
- ii) Fonts must be as graphics not as text (create outline or create to curves) or simply included separately (Printer fonts must be included with screen fonts for Postscript Fonts.)
- iii) Any Raster images (Scans, Photos), even inside Adobe Illustrator or CorelDRAW must be at a good resolution for proper reproduction. Raster images must be at least 300 dpi for colour and grayscale images, 600 to 1200 dpi for line art images. All images should be at 100% of its original size.
- iv) BMP, GIF, and JPG are often rejected because they are not big enough, the resolution of the image being too low (ex. 72 dpi).
- v) Images from the Internet are not good. These images are too small. They have low 72 dpi resolution and are in RGB.
- vi) All images must be in Black and White and/or Grayscale for printing.
- vii) A sample of the ad/logo/image must be provided by hand delivery or faxed, for quality control.
- viii) The files can be sent on CD-ROM, DVD-ROM, USB Flash Drives or by e-mail.
- ix) When sending by email, all files must be compressed using Stuffit (.SIT) on Macintosh or WinZIP (.ZIP) on Windows, and must be smaller than 4MB in size.

#### PLEASE SEND ALL FILES TO DIRECTOR OF MARKETING

By mail or courier: (Preferred method)

By e-mail: (confirm to guidelines ix above before sending)

Erik Fredette  
Director of Marketing and Web  
Association of Public Sector Information Professionals (DPI)  
99 Fifth Avenue, Box 336  
Ottawa, ON K1S 5P5

[marketing@dpi-canada.com](mailto:marketing@dpi-canada.com)  
Re: PDW 2012 Conference Guide ads

**\* ALL support files, such as images, graphics, photos and fonts, must be provided.**

**Full Page**  
Maximum size  
**7 1/4" X 9 1/2"**

# Quarter Page

(Horizontal)

Maximum size

**7 1/4" X 2 3/16"**

# Three Quarter Page

Maximum size

**7 1/4" X 7 1/16"**



**Half Page**  
(Vertical)

Maximum size  
**3 1/2" X 9 1/2"**

## **1/8 Page**

Maximum size  
**3 1/2" X 2 3/16"**

## **Quarter Page** (Vertical)

Maximum size  
**3 1/2" X 4 5/8"**

## **Half Page** (Horizontal)

Maximum size  
**7 1/4" X 4 5/8"**