

Accepted Formats and Submission Procedures

Preferred submissions, in order:

- a. PDF (300 dpi)
- b. Quark XPress (file stuffed folder with all fonts and images)
- c. Adobe Illustrator or Photoshop (file stuffed folder with all fonts and images)
- d. Scan-able proof (please print your proof on acceptable paper stock and back your artwork with a supportive stock)

Submitting electronically:

- a. Send to Michael Pasuit at mpasuit@cfr.org. If you do not receive a confirmation e-mail within 24 hours, please call 206-329-1296.
- b. Our firewall blocks out any attachment that has more than one period or “dot” in its filename. For instance, `your.file.pdf` is not acceptable, but `your_file.pdf` is fine.
- c. It is always best to Stuff files, using DropStuff for Mac or a ZIP program for PCs, if your ad has more than one component (i.e. your image files are separate from your text files). This reduces the chances that your file will become corrupt in transfer, especially when sending from Mac to PC, or vice versa.
- d. Always fax a copy of the advertisement after submitting it electronically. This reduces the chances of *Foreign Affairs* running an advertisement that may be different from the advertisement that your company originally submitted. This ensures that we can correct any mistakes as early as possible. If you are a corporate advertiser, please fax a copy of the advertisement to 212-434-9859. If you are an academic publishing advertiser, please fax a copy of the advertisement to 206-329-2335.

Submit disks and scan-able proofs to: Foreign Affairs Advertising
58 E 68th Street
New York, NY 10065

Building your ad:

- a. Quark XPress, Adobe Photoshop, and Adobe Illustrator are the best programs to create your ad with.
- b. For Black and White ads, set your program to “Black and White” or “Grayscale” before you begin creating the ad. Although your ad may only use the black and white colors, if your program is set to “RGB” or “CMYK” (those settings that use the full spectrum of color), your ad cannot be processed by our printers.
- c. Color ads must submit a color proof to the address listed above. Advertisers with 2-Color units must cite your PMS or Pantone number by the advertising deadline to ensure that the ink is in stock.
- d. It is best to use Adobe Distiller to convert your Photoshop or Illustrator files to PDFs. If you do not have this program, you may download it for free at www.adobe.com.