

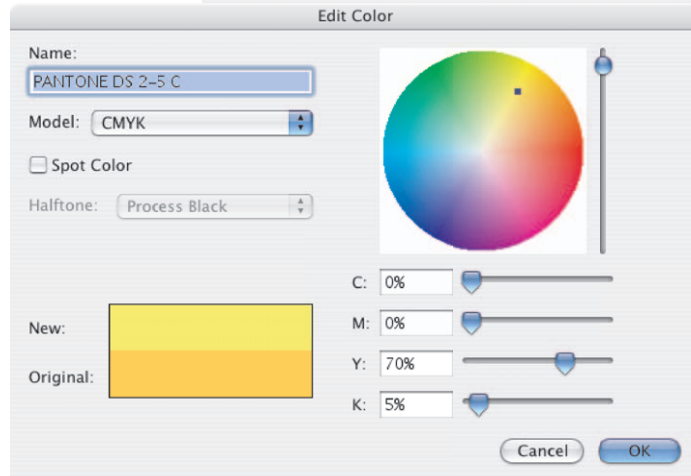
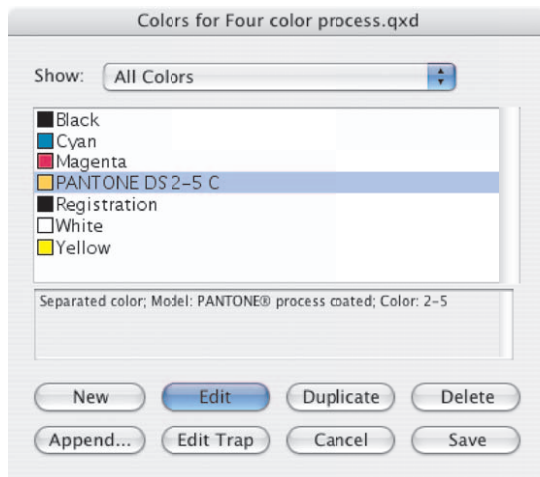
Main Phone: 612.758.8600

Color advertisements are reproduced in publications using the four process colors of Cyan, Magenta, Yellow and Black. If you specify Pantone or RGB colors in a file, it will not process accurately. The creator of the advertisement must convert colors to four-color process before submitting it to Agenti Media Services for placement. This document outlines the simple steps involved in completing this color conversion in your digital ads.

QuarkXPress:

Under the Edit menu, choose “Colors...”. If there are any Pantone or RGB colors listed, delete them or convert them to CMYK. Any other non-CMYK colors should be changed to CMYK, as shown below. Spot color should NOT be checked.

You must make similar CMYK conversions in support files before using them in Quark or InDesign – Pantone inks, RGB colors or other spot colors cannot be used in drawing programs such as Illustrator. Please remove unused Pantone and color swatches.



InDesign:

Check the swatches palette for any spot or Pantone colors that need to be converted. To convert, double click on the color and change the Color Type to Process and Color Mode to CMYK. Under the File menu heading, Preflight, the Summary should show 0 spot colors and 0 images using RGB color space.

