



**APPrO**

ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

# IPPSO FACTO

The magazine of the Association of Power Producers of Ontario

## 2008 Standards for advertisements submitted in electronic format for publication in IPPSO FACTO

**Colour:** If possible, please make sure any colour ads are in four-colour form. We can convert from RGB, but we cannot accept responsibility for slight deviations in colour when converting RGB to 4-colour.

**Ads with graphics:** preferred formats are TIF and EPS. PDF and JPG are also acceptable. **Ads submitted in Word or WP:** We cannot guarantee the quality of graphics taken from Word or WP files. If you have no other option, please submit all graphic elements in their original format (tif, gif, jpeg) as separate files, along with the Word/WP file. Minimum resolution for bitmap formats is 300 dpi.

Ads consisting of text only may be submitted in Word or Word Perfect, or simpler formats like RTF.

**Fonts:** IPPSO FACTO has access to a number of commonly-used fonts. If in any doubt, vector art and word-processing files requiring specialized fonts must have the fonts submitted along with the ad. **In the case of EPS files:** if outputting material with text as text, you **MUST** include any unusual fonts when you send us the file. Alternatively, you can export the text as curves, which makes for a larger file but eliminates the need to include the fonts.

**Other formats:** IPPSO uses Pagemaker and Indesign CS2 for page layout. Import from other formats like Publisher, Quark, or Adobe Illustrator is always risky. We can read files submitted in Coreldraw (up to version 8) and Photoshop (up to CS2). Printers may be able to read the other formats, but it makes for extra work. Please submit material in one of the formats above.

**Platform:** APPrO uses PC computers only. We cannot read files in Mac format. The printer can, but it makes extra work. For Macintosh users: There are some risks in converting Mac files for use on a PC platform. If possible please convert all files to a PC-compatible format yourself, so that we are not expected to make choices during conversion that could affect the final result. Please submit any Mac formatted files on PC-compatible media or transfer them to our systems by email or FTP.

APPrO reserves the right to control editorial content and may refuse to publish content for any reason.

If you need more information please contact the layout artist, Steve Kishewitsch, 416 920 6828 / cell 416 805 8267.