

Digital Production

FREE GRAPHIC DESIGN when you place your ad with us. We are happy to work with your logo and artwork -- let us create it for you!! Digital formats for ads, logos and art include:

DIGITAL FILES

DISPLAY ADS

- **PDFs are the best format.** Please create document to the exact ad size if possible. **OUTLINE** all text or **EMBED fonts** to avoid font problems. All art needs to be black/white or grayscale for black and white printing; CMYK formatted for color printing. Ads not sent in the correct dimensions, or not properly set up will be re-designed to the best of our ability. A proof will be provided upon request on ads submitted by deadline. Please do not save your PDF with any special access code which can keep us from using the file.

- **Adobe InDesign:** Please create document to the exact ad size if possible. Please include all fonts and graphics with your file. We can work with Adobe InDesign CC2024 or lower versions.

COLOR NOTE:

- **SPECIAL NOTE ABOUT COLOR IN YOUR AD:** *When designing your ad, please try to avoid small knockout white type on a full color background, and avoid small color type.* Light fonts with serifs, and small type in general are difficult to keep in registration on a newspaper press. Use color on photos, logos and larger headings, where it can have a larger impact.
- **MICROSOFT WORD:** Microsoft Word files cannot be used as is; we will either export to pdf, or we will recreate your ad to the best of our ability. A proof will be provided upon request on ads submitted by deadline.

PLEASE NOTE

- **WE DO NOT ACCEPT** ad files created in **MICROSOFT PUBLISHER** or **CORELDRAW**.
- **WE DO NOT ACCEPT** winmail.dat files; or files with the extension .dat, .exe, or .pub

MECHANICAL SPECIFICATIONS

FULL PAGE SIZE -- 6 COLUMNS: 10.25" X 16" DEEP
FOR A FULL PAGE AD, BUILD ONLY 15.75" DEEP

1 COLUMN = 1.569 INCHES WIDE
2 COLUMNS = 3.306 INCHES WIDE
3 COLUMNS = 5.042 INCHES WIDE
4 COLUMNS = 6.778 INCHES WIDE
5 COLUMNS = 8.514 INCHES WIDE
6 COLUMNS = 10.25 INCHES WIDE

DEPTH FOR FRONT OF SHOPPER:
BUILD ONLY 13" DEEP

DEPTH OF ADS:
We build to the quarter inch, with the smallest depth being one inch.

SUGGESTED SETTINGS

- 85 Line Screen, 170 dpi
- For Grayscale & CMYK images: highpoint 3-10%, blackest area 75-85%
Scan artwork at double the output. Example: For 85 line screen, dpi resolution is 170 at 100% of size it will print.

PHOTOS

- All photos or jpeg files must be 72 dpi or larger, with image size as large as possible. We convert these files to 170 dpi for output and need the images to be large enough to reproduce. Call for further information.

GRAPHIC FORMATS

- **EDIT your colors:** ALL colors need to be set up in CMYK (no RGB or Pantone). There is about a 20% dot gain and colors should be prepared accordingly. Black (reverse) can run 90-100% to get a nice solid black. Please convert all RGB, Pantone art/photos to CMYK.
- **BLACK & WHITE ads:** Artwork must be B/W or grayscale. Line art (or type) is best at 800-1200 dpi.
- **SPOT COLOR ads:** Artwork should be set up with Cyan, Magenta or Yellow as the SPOT color.
- **SINGLE COLOR ads:** We do accept single color for your ad. Example: Purple, Green, Red, Brown, Orange, etc.
- **CONVERT FONTS** to Outlines.

NOTE: PLEASE CONTACT YOUR SALES REP FOR MORE INFORMATION OR TO PLACE YOUR AD.