

PRINT ADVERTISEMENT GUIDELINES

For optimum reproduction quality, your materials should be sent according to the following specifications.



OUTPUT

- Accepted file formats include AI, EPS, JPG, or PDF.
- PDF files must be saved using the PDF/X-1a preset and must have fonts embedded.
- EPS files must have fonts converted to outlines.
- All colors must be converted to CMYK.
- Convert all images/logos to CMYK.
- Do not include crop or trim marks.
- Only one ad per document (submit spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names).
- Fractional page ad document: size must be set to actual ad size; use a border rule.



DOCUMENT SETUP

- Do not send native files.
- **PHOTOSHOP**
Select 300 dpi CMYK, flattened layers, binary encoding (no extra channels). Save as JPG or EPS.
- **ILLUSTRATOR**
Convert all fonts to outlines, flatten transparencies; embed all elements (no links). Save as AI or EPS.
- All fonts must be Postscript Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All graphics and photos placed into layout must be 300 DPI at final size.
- All colors must be CMYK; no PMS/Pantone colors or Lab color.
- Black text 12 pt. or smaller must be black only (C=0%, M=0%, Y=0%, K=100%). Do not use rich black (4-color black) for text as you will experience registration problems and obscured text.
- Text should be no smaller than 6 pt.
- Ink density must not exceed 300%.
- Text should not go beyond .25" inside trim on all sides.
- All full pages ads with bleeds have a safety margin of .125" on all sides from trim.



UNACCEPTABLE FILE TYPES

- Do not submit ad layouts in Microsoft Word, Excel, PowerPoint, Publisher, Adobe PageMaker, or Freehand files.
- Text for ad creation may be submitted in Word.
- If you need assistance with ad creation, contact Cathy Shaw.



PROOFS

- A color laser proof is recommended. Publisher cannot be held responsible for the final outcome of ad/color on press if the appropriate proof is not provided.
- Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction quality. The publisher is not responsible for the final reproductive quality of any materials provided that do not meet specifications.
- All advertising is subject to approval. Disapproval may result from pixelated images or graphics, incorrect text formatting and/or poor graphic quality (jagged edges, noticeably flawed masking/cloning, etc.).



DISCLAIMER

- All advertising is subject to approval. MWR Marketing & Advertising reserves the right to refuse, reject or cancel any ad which does not meet the guidelines.

