

* ADVERTISER TO PROVIDE AD

We will preflight your ad before providing a proof for final approval. We will fix any issues we can, or request changes if needed. Here are a few guidelines to help avoid the most frequent issues.

- » We recommend image resolution be above 200ppi with 240-300 being ideal for print. Use high-quality and high-resolution images.
- » Images and colors will print a bit darker, duller, and with less contrast than how they appear on screen.
- » The ad will print on a white background, so the edges of your ad should be clearly defined using imagery, color, or a border. If your ad has a white (or very light) background, a border will anchor all the pieces together. We will add a border as needed.
- » Colors and ink density:
 - » USE CMYK COLORS. RGB and Spot colors will be converted to CMYK in preparation for print.
 - » It's best to leave images in RGB, especially if you adjust them in Photoshop. Adjusting in CMYK can lead to high ink density.
 - » Overlaying colors/shadows over photos using the multiply blend mode can create high density ink issues in CMYK mode. Proceed with caution and check your ink density.
 - » Do not use registration black. Use basic black for small text (0-0-0-100) and rich black for large areas (40-30-30-100). (Set Adobe preferences to display and output blacks accurately.)
- » Reversed text and logos: To ensure that light colors over dark backgrounds print legibly, avoid small or thin fonts and strokes.
- » Content guidelines:
 - » No cut out coupons. We recommend "Mention this ad..." or "Take a snapshot..." instead of "Bring in this ad/coupon..."
 - » Don't emphasize drinking, happy hour, bottomless specials, etc.
 - » Don't use the school's logos unless you have an official relationship.
- » To save from Adobe, Export (Id), Save a Copy (Ai), or Save As (Ps) to PDF using the 'Press Quality' preset.
 - » Do not add bleed or printer marks. The final PDF should match your **AD DIMENSIONS** ⇄
 - » Best color destination = CMYK US Web Coated (SWOP) v2
 - » In Illustrator and Photoshop be sure to **UNCHECK** "Preserve Editing Capabilities." This will reduce large file sizes considerably.
- » To save from Canva, use Download, File Type = PDF Print (not Standard), no marks or bleed, single-page PDF.

We highly recommend that you print your ad to review it before giving your final approval. On screen, the best way to view your PDF is with Adobe Reader. Download Reader free at: get.adobe.com/reader

* CREATIVE SERVICES

Advertiser Must Provide All Ad Materials.

We need you to provide all ad materials for your ad. We're not a design agency, which means we don't create graphics, provide stock photos, or write copy. **Better quality materials will make a better ad!**

- » In addition to your ad materials, you may also provide previous ads or marketing materials as design examples and resources.
- » Once ad materials are collected, we will provide an ad proof. You will have the opportunity to review your ad and request changes prior to approval.
- » Your logo and photos should be sent as separate files and need to be high-quality and high-resolution. Please try to avoid images that were saved for digital use. *We love vector logo files!*
- » Preferred file types for photos, logos, samples, etc.: pdf, jpg, png, tif, eps, ai, psd
- » **We need you to provide your ad copy.** You know your business best!
 - » Be sure to send us pertinent information like address, phone number, hours of operation, and website url.
 - » Your call-to-action: pick one thing that you want readers to do - Stop by, Call, Order Online, Visit us at, Schedule a Tour, Learn More, Use CODE for discount, Mention this ad for special rate.
 - » Bring your organization to life! Focus on what makes you unique.

AD DIMENSIONS

Full Page (FP):* 7.375" w x 9.75" h

1/2 Page Horizontal (HH): 7.375" w x 4.75" h

1/2 Page Vertical (HV): 3.5" w x 9.75" h

1/4 Page Vertical (QV): 3.5" w x 4.75" h

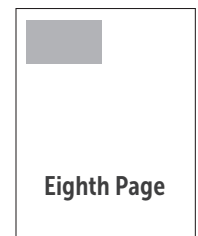
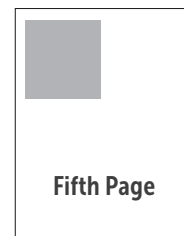
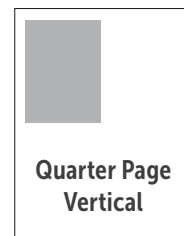
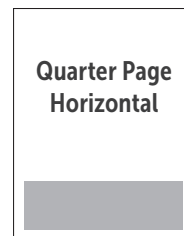
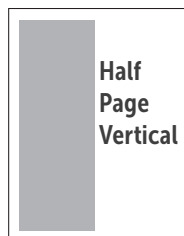
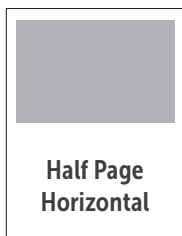
1/4 Page Horizontal (QH): 7.375" w x 2.25" h

1/5 Page (5th): 3.5" w x 3.625" h

1/8 Page (8th): 3.5" w x 2" h

NOTE: No printer marks or bleed are needed. Save your ad to these exact dimensions.

*FP ads do not extend to the edge of the page. If you would like elements of your ad to extend to the edge of the page, please review our FPB ad specs on the next page.



DOCUMENT SETUP

- » **Full Page with Bleed (FPB):**
Document (trim) size = 8.375" w x 10.875" h
Bleed = 0.1875"
Trim size + bleed = 8.75" w x 11.25" h
- » **2-page spreads with bleed (2PS):**
InDesign: Use Facing Pages, Start Page #: 2
Illustrator: 16.75" w x 10.875" h + .1875" bleed
Photoshop: 17.125" w x 11.25" h. Keep text .6" from the edge.
 - You can also pair two separate FP ads (without bleed).
- » Trim accuracy is not 100% guaranteed. We recommend that you set up guides at a minimum of 0.2" from the trim to define a safe space between important background content and trim. And keep text .5" from trim.

DESIGN ELEMENTS

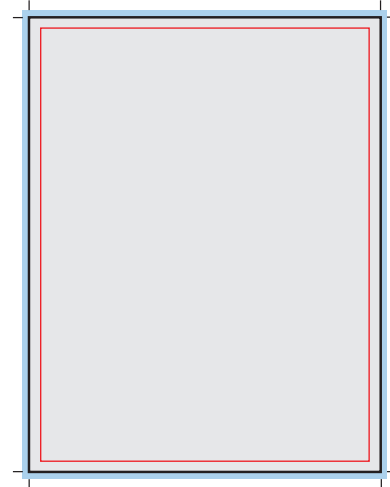
- » All design elements in your ad need to be 240-300ppi. Use high-quality and high-resolution photos and logos.
- » Make sure to use CMYK colors, especially if you design with transparency effects.
- » In Illustrator, select your spot color, choose Swatch Options and change Spot to Process. Make sure the conversion is a close match. In InDesign, you can convert spot to process using Ink Manager or when you export to PDF.
- » Do not use registration black. Use basic black for small text (0-0-0-100) and rich black for large areas (40-30-30-100). (Set Adobe preferences to display and output blacks accurately.)
- » Reversed text and logos: To ensure that light colors over dark backgrounds print legibly, avoid small and thin fonts and strokes.
- » Even when background elements go to the edge of the page, white space is still important. We recommend keeping your headlines, body copy, contact info, etc. at least .5" from the trim. Filling the page to the edge is like getting a text in all caps. It's noticeable but annoying to most readers.

SAVE TO PRESS-READY PDF

- » Use the Adobe PDF 'Press Quality' Preset
- » In Illustrator and Photoshop, **UNCHECK** "Preserve Editing Capabilities" to reduce large file sizes down to an email-able size PDF. In Photoshop, uncheck layers.
- » Marks and Bleeds:
 - » Add only crop/trim marks with an offset of 0.1875"
 - » Bleeds: check 'Use document bleed settings'
- » Output > Ink Manager - check to see if there are any spot colors. If so, check 'All spots to process'
- » The final PDF dimensions will be:
 - » InDesign PDF with offset crop marks = 9.17" w x 11.67" h
Export to Pages, not Spreads.
 - » Illustrator PDF with offset crop marks = 9.5" w x 12" h
 - » Ad size with bleed, no crop marks = 8.75" w x 11.25" h

PROOF & APPROVAL

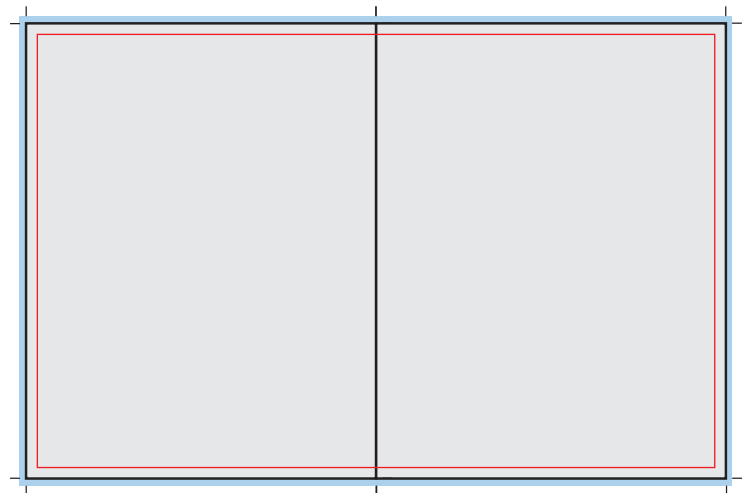
- » Once you submit your ad, we will preflight the PDF and send a proof back for final review and approval. We will fix any issues we can or request changes as needed.



Full Page with Bleed (FPB)

8.375" x 10.875" doc/trim size + 0.1875" bleed
+ trim marks offset by 0.1875"

Photoshop: 8.75" w x 11.25" h.
(Keep text .6" from the edge.)



2-Page Spread with bleed (2PS)

InDesign: Use Facing Pages, Start Page #: 2
(Export PDF to Pages, not Spreads)

Illustrator: 16.75" w x 10.875" h + .1875" bleed

Photoshop: 17.125" w x 11.25" h.
(Keep text .6" from the edge.)

You can also pair two separate
Full Page (FP) ads without bleed.