

# Advertising Specs and PDF Requirements

## SIZES:

|                 |                 |
|-----------------|-----------------|
| <b>1 column</b> | 10p or 1.667"   |
| <b>2 column</b> | 20p8 or 3.444"  |
| <b>3 column</b> | 31p4 or 5.222"  |
| <b>4 column</b> | 42p or 7"       |
| <b>5 column</b> | 52p8 or 8.778"  |
| <b>6 column</b> | 63p4 or 10.556" |

## PHOTOS:

Please make sure all photos for PNR publications are **200 dpi**, and all line art is **800 dpi**

**Glossy only** - process color for niche publications should be 300 dpi.

## MODE USE:

Grayscale or bitmap images for bw ads. CMYK for color. NO RGB items.

**Avoid using art from the Internet (which is usually 72 dpi and RGB)**

## COLOR:

All color must be edited to the appropriate spot or process color in the original layout program. When creating a **spot** color document, please make sure the color recipe includes **100% magenta** as that is the plate we use to produce **ROP** (run-of-press) spot color. Please make sure separations are correct, ie: **100% black type is set to overprint** and anything else is knocked out of color backgrounds.

## STILL HAVE QUESTIONS?

Please contact Renée Tanner, senior graphic designer at 231-439-9376.

We'll gladly accept your pdf, but remember, our professional graphic designers will be happy to design your ad free of charge! :)

## PDF SETTINGS:

**LEVEL:** When choosing an Acrobat pdf-level setting, just choose the highest number you have available

**FONTS:** Embed all fonts (do not embed subset, or enter 0%)

## DOWNSAMPLE:

Color: 300 dpi, Grayscale: 200 dpi, Monochrome: 800

**NOTE:** We cannot accept PDFs created from Word or Appleworks. Please use Acrobat Distiller to create these PDFs

## CORRECTION/EDITING OF PDFS

If we have possession of the pdf at least one full business day prior to running, and know of a correction or revision needed, we will do so free of charge. Occasionally it is not possible for us to edit a pdf. Therefore the changes will need to be made in the original layout program, and a new pdf sent back to us. We will not be responsible for any changes required on a pdf the day your ad is scheduled to run on our press.

(Please contact your advertising representative for presstime).

Excessive composition requirements or late changes from original copy and layout will be charged at \$35/hour (\$20 minimum).

We use Adobe Indesign, Photoshop, and Illustrator to create our publications and pdf to print.