

AD ARTWORK INFORMATION

CAMERA-READY

Electronic Camera-Ready: PDF Files Only

The file must be: **A)** The correct size; **B)** PDF settings set to “press quality” under properties in Acrobat; **C)** If the ad is B&W, default shot to gray scale; **D)** If the ad is color, make sure CMYK is the default, and your source program specifies black type as 100% K, **NOT A MIX OF COLORS! (Your ad will print “fuzzy”)**

- **E-mail (Basic)** - Send ad files less than 6MB to adsales@clarionherald.org. We can accept files made with most compression programs. (Zip, Stuffit).
- **Large Files** - (over 6MB) - Go to: www.box.net
Sign In: [clarionadvertiser](#)
Password: [clarion](#) - “press” [upload](#) button and upload file(s).
- **On A Disk** - We accept CDs, DVDs, Floppies, and Zips. Other media formats may be acceptable; contact your account representative for details.

CAMERA-READY HARD COPY

Finished art to be scanned. Paper hard copy should be clear and sharp, and at least the same size as the ordered ad.

NON-CAMERA-READY ELECTRONIC FILES - (PHOTO/TEXT/ART)

(The Clarion Herald ad design service for non-camera-ready art is FREE!)

- 1) Send images **SEPARATELY** if using a “word processing” program (i.e., Microsoft Word) to create your ad.
- 2) Photos should be 300 dots per inch and line art at 600 dots per inch **at the actual size to be used in the ad***. It is preferable for the advertiser to provide the actual photos to be used in ads so the Clarion Herald’s staff photographer can adjust the photo to specs.
- 3) Take your digital photos at the maximum resolution permitted by your camera and send as a jpg, tiff, or eps.
- 4) **DON’T USE WEB IMAGES**. They are usually **72 dots per inch** and not the **REQUIRED 300** dots per inch.
- 5) Remember to include all the necessary support files, i.e., images, art, specialty fonts, logos, etc.
- 6) If you already have your ad set in a publishing program and are not able to PDF it, please call your account executive for instructions.
- 7) Our Printer is using a press line screen of 110. All associated picture/images lower than 220 DPI will be rejected.

NON-CAMERA-READY HARD COPY

You may e-mail or fax the text to be used in the ad and provide original art, **logos or photos to be scanned**. Your account executive would be glad to pick up the materials.

Contact the advertising department at 504-524-1618 or e-mail: adsales@clarionherald.org

*** Remember - Color Requirements: NO RGB Images, only CMYK, and send BLACK type as 100% BLACK (not process or rich black)**

***72 dpi Images Need To Be 4 X’s The Size They Are Used In The Ad To Be Acceptable**