

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.

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)**

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