Electronic Ad Tips

If you produce your own ads for our publications, we have a few suggestions to prevent some common issues from occurring. Following the guidelines below will result in a higher likelihood for optimal printing.

1 Final file should be a pdf rather than a jpeg. A jpeg is a flattened image that loses resolution. A pdf retains the quality and crispness of the type and images.

2 *Image resolution:* 300 dpi. Sharpness cannot be guaranteed for files saved under 200dpi.

3 Use our printer's profile settings if possible. We can email them to you upon request.

4 *Colorspace:* CMYK *(not RGB)*.

5 All black text should be 100% Black, not 4-color Black.

6 QR codes must be saved as grayscale or use only black ink if saved in CMYK format. QR codes cannot use rich black which means they cannot contain any percentage of cyan, yellow or magenta.

7 All ads must be submitted by the *Friday* prior to publication.

WEEKLYS
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