

The Month Ahead

AD REQUIREMENTS

Ad Sizes

Full page with bleed- page size- 8.123 x 10.625 inches with an 1/8 inch bleed all round it will be Width 8.375 x Height 10.875 inches. Please position all graphic elements and text that you do not want to be accidentally cut off at least ¼ inch in from the actual finished cropped edge.

Full page no bleed – Width 7.125 x Height 9.6 inches

One Half page: Horizontal Format – Width 7.125 x Height 4.75 inches
Vertical Format - Width 3.5 Height 9.6 inches

One Third page: Horizontal Format - Width 7.125 x Height 3 inches

One Quarter page: Horizontal Format - Width 7.125 x Height 2.25 in
Vertical Format: - Width 3.5 x Height 4.75 inches

One eighth page – Width 3.5 x Height 2.25 inches

SCANNER READY ART

Un-screened artwork preferred for digital files. Prescreened, hard copy will result in Moiré.

- Please supply high quality hard copy (NO materials previously printed especially on newsprint)
- Lasers at highest possible resolution 600 dpi or higher.
- Photos should be originals – images from printed materials produces poorer quality and is prone to moiré
- Photos should be clean and protected – fingerprints, dust and scratches are exaggerated when scanned.

Digital images must be high resolution at least 300 dpi. Images from the web are NOT suitable

ADVERTISING ARTWORK

Completed Artwork Client Supplied

All Black Type should be 100% black. Do not imbed colour profiles. In full page ads with bleeds all ad items should be ¼ inch in from the final page size Please indicate whether you file is PC or Mac and which file format was used. Files supplied in their native format can be edited if need be. Please supply a color proof with your file.

We will accept

Adobe PhotoShop All Black Type & black logos etc. should be 100% black. Save as tiff, pdf or jpeg.

Adobe Illustrator – overprint black, change fonts to outline and save as illustrator, eps, or pdf

QuarkXpress - send as PDF files

In Design. PC

All fonts, pictures and related attachments must be included along with a proof. If using e-mail, please fax or email proof.

File Formats – PDF, tiff, jpeg, eps

Adobe PhotoShop

For optimum results we recommend image resolution of 300 PPI @ 100% size for output. All Black Type should be 100% black.

If space is in “short supply”, feel free to use LZW compression on TIFF’s, Images can be further compressed using “Zip” or “Stuffit” when emailing Do not save files as DCS format.

QuarkXpress

Save file as PDF

Adobe Illustrator

Include all placed images. Include all fonts or convert all fonts to outline (if converted to outline we will not be able to edit if necessary). Overprint black. Can be saved as a PDF

DISKS SUPPORTED

- recordable or DVD in PC file format

Note: Artwork created in other programs should be saved as pdf file format.

Ad to be designed by Month Ahead

Please Include: a rough sketch of ad layout, typed copy (copy must be finalized **before** submitting) high quality copy of all logos, & photos (original logo artwork & photos or for a better quality ad) NO metallic or raised printed materials – they do not scan well. The name and CMYK equivalents of corporate colours must be included if required for the ad, as must any special fonts.

Please do not place adhesive tape over elements to be used in the ad. When considering your ad remember less is more. Readers are seldom drawn to cluttered text filled ads. Make sure your ad components are in well before deadline in order to allow the graphic artist sufficient time to prepare and edit your ad.

Electronic Files

Programs Supported : Adobe Photoshop, Illustrator, InDesign and PDF, jpeg, & tiff files

File Set-Up

Supply all files in their native format if you wish us to edit if necessary. **Include all elements used in the document, all linked images, placed images and imports.**

Ensure that the document is proportional to the final size required. Include bleed beyond the trim lines or crop marks of the image and avoid the use of keylines, which don't print around the outside of the image area.

Include all screen and printer fonts used in the document. Where possible, please provide Colour laser prints of file (final version of ad) can be scanned and sent as an attachment or fax a proof for black and white ad

This will assist us in monitoring problems such as text reflow and allow us to proof copy. Where possible, indicate if colour matching is critical. Please use Pantone or CMYK percentages. For guidelines on file size and resolution see the section on PhotoShop.

When e-mailing PC fonts & files please place them in a folder. File folders can be "Zipped" if necessary. When e-mailing Mac files and fonts place them in a folder and compress them with "Stuffit"

Fax to 905-967-0474 (office) OR email our Graphic Designer, Tina Pontes at tina@pontesdesign.com

NOTE: Ads not conforming to these guidelines may suffer in quality and/or have difficulty printing.