



The best format to provide your file in is **PDF** (Adobe Portable Document Format)

## Display ad sizes (width listed first)

Ad Size	Inches
Full Page	10.25 x 12.5
Two Thirds	10.25 x 8.25
Half	10.25 x 6.25 7 5/8 x 8.25 5 x 12.5
One Third	10.25 x 4 7 5/8 x 5.25 5 x 8
One Quarter	10.25 x 3 7 5/8 x 4 5 x 6 2.5 x 12.5
One Sixth	10.25 x 2 7 5/8 x 2.75 5 x 4 2.5 x 8
One Twelfth	5 x 2 2.5 x 4

MBJ Publications uses web offset printing, process CMYK according to SWOP (Specifications for Web Offset Publications) standards.

MBJ uses the following Macintosh Software: Adobe Acrobat 7, Adobe Photoshop CS2, Adobe InDesign CS2, Adobe Illustrator CS2

MBJ does not accept Quark, Microsoft Publisher or Powerpoint files.

## ✓ CHECKLIST

- The ad is being submitted by MBJ Publications deadline.
- Ad Dimensions are correct size
- All Images and Text are grayscale or CMYK process
- Ad is at least 220 dpi
- All fonts are embedded or converted to outlines
- Format is PDF, TIFF, EPS or Photoshop PSD

## FILE FORMATS

- All images should be furnished in PDF, TIFF, EPS or Photoshop PSD.
- If sending files other than PDF please attach images used and fonts or names.
- If you are using Microsoft Word we will be recreating your ad to our specifications.

## PDF (Portable Document Format)

- When creating a PDF be sure to use the "Press Optimized" job option and embed all fonts.
- Registration marks and crop marks are also needed.
- No Bleeds
- Changes cannot be made to PDF files compatible with Acrobat 3 or 4.
- Files that do not contain embedded fonts may be rasterized (converted to bitmap) to prevent output errors.
- Security settings should not be used

## EPS (Encapsulated PostScript)

- When possible, convert type to a graphic (vector objects)
- Avoid "nested" EPS files. EPS files and TIFF's embedded inside other EPS files can cause output errors.

## TIFF (Tagged Image File Format)

- LZW compression should not be used on TIFF files - save as Mac.

## PSD (Photoshop Document)

- Resolution should be 220 dpi
- Flattened image
- Color mode is CMYK

## RESOLUTION

- Files submitted must be high resolution. Low resolution files are not acceptable for reproduction.
- Line Screen or Frequency: 100lpi
- Dots per inch or Resolution: 220dpi
- Color and grayscale scans should be scanned at 600 dpi.
- Line art should be scanned at 800-1200 dpi.

## DIMENSIONS

- Advertising that does not conform exactly to the mechanical requirements may be enlarged, reduced or floated at the discretion of the production department

## COLOR

- Set all images to grayscale or CMYK process if color is intended.
- If your ad is sent in RGB it will be converted to CMYK.
- All Spot colors will be converted to CMYK.
- Color fidelity cannot be guaranteed for any art requiring conversion to CMYK during prepress.

## TOTAL INK DENSITY

- The total maximum ink density of color images or solid color builds should not exceed 240%

## STONE REPRODUCTION

- Prepare materials to compensate for a 30% dot gain
- Unsharp masking techniques should be increased to compensate for softening experienced with newsprint.

## TYPOGRAPHY

- For clarity and readability it is recommended that you use black type sized at 9 points or larger.
- PostScript Type I fonts are recommended
- Embed all fonts or send them with your file if you want a specific font.

## Reverse Type

- To make sure your reverse type is readable, avoid using type that is smaller than 10 points. Sans serif and bold typefaces are the best.

## Color Type

- Color type using two or more overprinting inks should be no less than 14 point. Serif type is not recommended.
- Color should have contrast between the text and newsprint background. (Yellow type would be difficult to read)
- In rare cases exact font matching cannot be guaranteed.

## SENDING DIGITAL FILES VIA INTERNET

- Send all advertisements and or artwork to your advertising representative
- Attach clients name or initials to file name in message area list size of ad, color status and the date of publication