

# Design Specifications

## Basic guidelines for ad submissions

- We prefer PDF (portable document format). Fonts must be properly embedded and please DO NOT include crop marks.
- We accept files created in InDesign, Photoshop, Illustrator or Macintosh QuarkXpress (These are called native files). Set document size to the exact size of your ad and use CMYK colors
- When native files are submitted you must also include all live elements used to create the ad, including printer and screen fonts and artwork files.
- Send art and materials in digital format at a minimum 200 dpi resolution and line art at 600 dpi resolution. Photos and artwork taken from Web pages won't reproduce well because of their low resolution and poor quality.
- We do not accept ads built using Microsoft Word®, Excel®, PowerPoint®, Publisher® or clip art-based applications such as Print Artist® or Printshop Pro®.

### Color Ads

Graphic files used in the creation of color print ads should be converted to CMYK before they are placed in the ad. Pantone, RGB and indexed color files will be converted automatically in our workflow system and may print with undesirable results for the advertiser.

### Black and White Ads

Black and white ads should be converted to grayscale/BW prior to submitting.

Community News Publications is not responsible for art files that do not reproduce correctly if guidelines were not followed.

