

# AD INSTRUCTIONS

## **PHOTOS**

Digital photos must be a minimum of 300 ppi (pixels per inch) saved at a minimum of 3" x 4". The photograph file should be at least 1mb (megabyte) in size, anything less is usually not a high enough resolution picture for our magazine. We will also accept your 35mm prints.

Digital cameras must be set for the highest resolution. If you send a low resolution file the photo will be blurry and bitmapped when printed. The default setting on a digital camera is 72ppi. The best quality printing comes from 300ppi or better. You must set the resolution on your camera.

Do not crop your photos. The resolution will be cropped as well if you do this. Please send the original image off the camera.

If you scan a photo, it must be 300ppi. Photos will be converted to CMYK if we build the ad. If your ad designer builds the ad, all photos must come CMYK not RGB.

## **ACCEPTABLE FILE/GRAPHIC FORMATS**

PDFs are the standard file we accept IF they meet ALL specification for a pdf graphics file (call for pdf settings) and photos on the pdf are all CMYK and high resolution. You may also send properly formatted jpg and.tif files. ANY files that don't meet the specifications and need to be rebuilt will be billed at \$125 per hour.

## **DOCUMENT SIZE**

• The trimmed document size is 8.375"x10.875". THE FINAL PDF WITH OR WITHOUT BLEED THAT YOU SUBMIT MUST BE 8.875" (WIDTH) BY 11.375 (HEIGHT) If your source document is not built to the correct size, the final output may not look like you expect it to.

## **BLEED**

We ask for .25" bleed on all sides. If you send files with less bleed we may have a difficult time with your job on press or in the bindery.

## **MARGINS**

Please don't place anything important less than .25" from trim, especially type. If the type is within .25" of trim, it is possible for it to be cut off. This includes body copy and page numbers.

## **IMAGES TOO DARK**

Something we normally check is the tonal range of your images. If they are too dark we will let you know and adjust them with your permission. With PDF files we can neither check nor alter the images. We are looking for halftones that have approximately a 3% highlight dot and an 88% shadow. Color images should be 270% total ink coverage and approximately 75% black in the shadows. When converting from RGB to CMYK, the SWOP profile that ships with Photoshop is the correct CMYK setup to use.

## **EXPORT TO PDF**

From InDesign, Illustrator, Quark6 and Photoshop don't use Distiller to create the final PDF. This may not create PDF files that work correctly. There is an exception to this in InDesign2.0 or later and Quark 6 and later as these export functions are as reliable as using Distiller. Acrobat Distiller 4.0 or newer must be used because the earlier versions of Acrobat didn't embed the "Base 14 fonts". If you are using Acrobat 4.0, there is a free update to 4.05 available from Adobe which fixes some resolution-related difficulties in 4.0.

## **CROP MARKS**

Do NOT send your final artwork with cropmarks. If crop marks are present, a new file without must be sent immediately upon notification. For Quark and InDesign users, be sure that crop marks are turned off.

## **COPY GUIDELINES**

Please send the text you would like in your ad. If there is too much text, the type will be small and hard to read. If your text is too long, we will contact you to edit the text (must be modified and returned within 24 hours of contact).

## **LOGOS**

Logos should be .tif, .eps or .jpg format and at least 300 ppi (pixels per inch) and CMYK color.

## **SUBMITTING YOUR AD MATERIALS**

You may submit your ad materials by email to [ranchinvestment@tds.net](mailto:ranchinvestment@tds.net), or by USPS Overnight, Fed Ex or UPS Overnight to WCRET, 330 W. Bridge St. #222, Hotchkiss, CO 81419

Material files can be furnished on CD or DVD. Be sure to include all files, photos, graphics and fonts.

## **PROOFS**

You will have two opportunities to proof your page(s). Your proof will be e-mailed to you by our production team as soon as the page has been designed, and we must hear back from you about your proof within 24 hours. Any photo changes after receiving your 1st proof will cost \$50 each. (Mistakes made by our production team will be corrected at no cost.)

## **WESTERN COLORADO RANCH & INVESTMENT PROPERTIES MAGAZINE**

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