The MayneLiner - Print Ad Instructions & Specifications

Deadlines: Print ready ads should arrive at Alea no later than the 15th of the month for inclusion in the next month's issue.

Ad size: Please build the ad to the exact size (see our rate & sizes sheet for dimensions), with no crop marks, color key, or excess white surrounding the image area. The outside edge of all borders and graphics should be the edge of your bounding box or "artboard" set at the ad's dimensions.

Ads that are smaller than a full page need to have some form of border, either a line or something to indicate the ad boundary, so the ad won't be confused with other content on the page.

Greyscale: Make sure all images and objects in the file are greyscale. If you send a file containing colour elements, the conversion to greyscale may not appear as expected. If you send the file in greyscale you can choose your grey values. Avoid grey tones less than 15-20%, some of the content can drop out when printed. Grey tones over 85% can fill in.

Colour: A few colour full pages ads are available each issue. Call us to book. If you are sending us a colour file, then all images and objects should be in CMYK mode. Photos or images in RGB mode not reproduce as expected.

Font information in files: We ask that there be no embedded font information in files sent to us. All fonts need to be converted to graphics (outlines) prior to sending.

If a pdf file arrives containing embedded fonts we can convert the fonts to graphics. Our minimum graphics charge of $25.00 will apply in this case.

File size: We require files to be made as small as possible. Converting images to 300 ppi (not greater), removing all hidden images, images located outside of the artboard and cropping out parts of images that are clipped and hidden are all good things to do to unbloat a file. **Flatten all transparencies.** When creating a pdf file use the PDF/X-1a (SWOP) standard. File sizes for full page colour ads that are greater than 5 MB and 2 MB for smaller greyscale ads may require additional prepress work that will be charged to make them print ready.

Application–specific requirements

These are the file types we accept, in order of preference:

Acrobat (pdf): These files must be in their final version, since we cannot easily make any changes to them.

No embedded fonts in files as mentioned above. If you are creating your ad in Word, Apple Pages, Publisher, or some other program not intended for producing professional graphic design, you will not be able to remove fonts prior to saving as a pdf and our minimum graphics charge of $25. will apply to convert your pdf. See below for more info on using Word and other programs.

TIFF or JPEG: Please send flattened artwork, greyscale (or CMYK) at 300 dpi. Print quality of hard edged graphics and text in the file will suffer slightly due to the dot screen used in printing attempting to interpret pixels at the edges.

Creating ads using Canva: Although this online program can create print ready graphics to meet our specs, the free version is very limited in function. The paid version can do some of this, please save the final file as a flattened pdf for print.

Microsoft Word, Word Perfect, Apple Pages, Microsoft Publisher, Microsoft Powerpoint, Microsoft Excel: These programs are not primarily designed for creating professional graphics and cannot create print-ready files for our purposes. They have limited tools for embedding images, creating proper greyscale (or CMYK) content and cannot outline font information. In some cases we can accept a pdf created from the programs. If we have to make these files print ready our minimum graphics charge of $25. will apply. We can not guarantee that colour can be properly converted to grayscale from files created in these programs and since their tools for making things fit exact sizes are not good, we may have to re-size what you send to fit the ad size.

Ad files received that do not meet the above specs, may require work to make them print ready. Alea may charge a minimum of $25. to do that work.

Does all of this tech jargon seem complex?

It absolutely is. If you are using some of the above non-graphic programs to create your ad, please consider having us do your ad layout. We will deal with the complexity and will produce an ad that is

attention-getting, attractive & professional quality

representing your business or organization to the public in the best possible way. **AND** in most cases the cost will be only $34. or $51. for simple ads, (1/2 or 3/4 hour at $68./hour, depending on complexity of content and number of revisions).

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