

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. Ads that will require some layout work on our part should arrive by the 15th of the month *at the latest* to allow us time to do the work and send proofs back to you for approval.

Delivery: Alea accepts electronic files on disc and by email. Email ads directly to info@aleaprint.com

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. Resize your bounding box or artboard size to fit the ad dimensions.

Ads that are smaller than a full page need to have some form of border, either a solid black line or some other type of visual indication of the ad boundary, so your ad will not be confused with other ads or article content on the page.

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

Colour: A few colour full pages ads may be available each issue. Call us to find out. If you are sending us a colour file, then all images and graphic 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 or curves) 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.

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.

Convert all text to outlines prior to saving as a pdf. If the pdf arrives with embedded fonts, we will convert the fonts here and our minimum graphics charge of \$25.00. 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 eliminate the fonts prior to saving as a pdf and our minimum graphics charge of \$25.00

will apply to convert your pdf. See below for more info on using Word and other programs.

Adobe Illustrator: Please be sure to outline all the fonts and embed all linked images in these files. All embedded images should be at 300 ppi and greyscale (or CMYK). All vector content should be greyscale (or CMYK). Preferably save .ai file as a pdf.

Adobe InDesign: Outline all fonts and embed all images or preferably export the file to pdf with all fonts outlined. All embedded images should be at 300 ppi and greyscale (or CMYK). All vector content should be greyscale (or CMYK). Preferably save .indd file as a pdf.

Corel Draw: Convert all fonts in the file to "curves". Embed all images as greyscale (or CMYK) at 300 ppi in the .cdr file. Save the file as a pdf, we no longer accept .cdr files. All vector content should be greyscale (or CMYK).

Adobe Photoshop: Please send flattened artwork, greyscale (or CMYK) in tiff or pdf format 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.

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 convert the fonts our minimum graphics charge of \$25.00 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.

Have us create your ad if this all seems daunting to you: If you are using the above programs to create your ad, please consider having us do your ad layout. We can produce a **professional-quality, attractive and attention-getting ad** for you and in most cases the cost will be only \$34.00 or \$51.00 for our time (at \$68.00/hour, depending on complexity of content and number of revisions).

