

Guidelines for Ad Submission *(2 pages)*

- **For new Ad submissions please send the following:** A copy of the ad saved ("converted," "exported" or "print to file") as a PDF file - saved for print optimized (high resolution) printing. **Embed all fonts, no sub-setting.** (In addition, be prepared to provide the original, native files used to create the ad, including all fonts. We accept QuarkXpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop files.)
- Color ads must be set for 4-color CMYK separations.
- If sending Photoshop files, flatten all layers and rasterize all type and vector data.
- If sending Illustrator files, convert all text to outlines and embed all images.
- All photos used to compose the ad should be 300dpi/ppi at their print size. Web graphics (72 or 96 dpi/ppi) are not acceptable.
- Partial page ads must be sent "ready to place" on the page (i.e. pdf, eps, tiff or one of the applications listed above).
- When naming files, please include the company/advertiser name at the beginning of the file name, for example: "your_company_nc.pdf" or "advertisername_half.tif" or "advertiser.pdf"
The following are unacceptable file names: "northeastcarwasher_ad.pdf" or "summer_ad.tif"
- Complete the **Electronic File Output Form** (next page) when you submit your file/s. **Fax the form with hard copy proof to: 518.280.4767.** (The *Northeast Carwasher* will not be held responsible for output errors without a proof.)
- Advertisers will not receive printer proofs of their ads. It is the responsibility of the advertiser (or agency) to make certain all ads are error-free and correct in size and resolution. Improperly sized ads will be resized before publication; reduced quality may result. Please refer to the Advertising Specifications found on the electronic file output form (to follow).

Contact Suzanne L. Stansburry at 518.280.4767 for space reservation or other advertising inquiries.

Technical questions may be directed to Katherine Watson at: kwatson1@nycap.rr.com.

(Ad design and production may be contracted separately with Media Magic, the graphic design firm for the *Northeast Carwasher*. Contact Katherine Watson at 518-583-2991. Allow two weeks, minimum, before the ad submission deadline.)

ADVERTISING SPECIFICATIONS:

Ad sizes: W" X H"

FULL PAGE:.....7.5 X 10 (no bleed option)

Full bleed = 8.5 X 11 (trim size = 8 X 10.5)

LIVE AREA = 7.5 X 10 - critical content must fall within the live area.

1/2 page

horizontal:7-1/2 X 4-7/8 (no bleed)

.....8-1/2 X 5-1/2 (bleed)

1/2 page

vertical:3-5/8 X 9-7/8 (no bleed)

.....4-1/8 X 11 (bleed left)

.....4-1/8 X 11 (bleed right)

1/2 page

island:4-7/8 X 6-7/8 (no bleed)

.....5-3/8 X 7-1/2 (bleed left)

.....5-3/8 X 7-1/2 (bleed right)

1/4 page:3-5/8 X 4-7/8

Business card:3-5/8 X 2

See the Ad Layout Guide on the following two pages for details.

Advertiser: _____

Contact: _____

Phone: _____

Email: _____

Issue Date: _____

Replace current ad until further notice.

Ad Size: _____

4-Color

Black and White

Original file created in: _____

File/s to output: _____

pdf* -- **I have included a copy of the file, saved for high resolution printing (print optimized) in pdf format.**

*WHEN NAMING FILES, USE THE ADVERTISER NAME AT THE BEGINNING OF THE FILE NAME:

For Example: "your_company_anything.pdf"

NOT: "northeastcarwasher_ad.pdf" or "summer_ad.pdf"

Transfer file/s using:

<https://spaces.hightail.com/uplink/northeastcarwasher>

FAX THIS FORM WITH HARD COPY, PRINTED PROOF TO: 518.280.4767 - required with all new ads. The *Northeast Carwasher* cannot be responsible for the outcome of ads submitted without a printed proof.

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