



Ad Submission Guidelines

Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309
518-280-4767 • MediaSolutions@nycap.rr.com • northeastcarwasher.com

The *Northeast Carwasher* is dedicated to ensuring your ad prints to your satisfaction. The most common errors are images not converted to CMYK, low-resolution graphics, text outside the safety margin (live area), inclusion of spot or RGB colors, and missing bleed allowances on bleed ads. Please help us by reading the following information.

AD SIZES: WIDTH" X HEIGHT"

Full Page: 8-1/2 x 11 (page size) – Fit critical content in the **LIVE AREA of 8 x 10.5** – For ads that bleed, extend non-critical/bleed content an additional 1/2 inch all the way around the live area (1/4" beyond the page size).

Half Page:

- Horizontal 7-1/2 x 4-7/8
- Vertical 3-5/8 x 9-7/8
- Island 4-7/8 x 6-7/8

Quarter Page: 3-5/8 x 4-7/8

Business Card: 3-5/8 x 2

Ads must be correct in size and resolution and free of errors.

When creating ads: Place images and artwork into your layout at their actual print size size with a resolution of 300 dpi. Do not scale larger or smaller. This maintains image sharpness and detail.

For ads that bleed, ensure that all important copy and artwork falls within the LIVE AREA. Bleed artwork a minimum of 1/8" beyond the trim size of 8.5x11 inches and save/export to pdf with crop marks. Non-bleed ads do not need crop marks.

Use only CMYK images. RGB will not render color

accurately when printed. Spot colors will be reproduced as CMYK. Convert spot colors to CMYK before exporting or saving as a PDF file.

Please preflight your file, since this will indicate any items that may adversely affect print quality.

The *Northeast Carwasher* will not be held responsible for quality concerns with digitally submitted ads that do not meet these requirements, only for the accurate output of the electronic file submitted. Alterations to supplied materials will incur an additional charge.

Acceptable File Formats: PDF/X-1a (preferred), TIFF, JPG, and Adobe Illustrator EPS (Embed all fonts.)

Unacceptable File Formats: Non design desktop programs such as Microsoft Word and PowerPoint.

Space reservation or other advertising inquiries:

Suzanne L Stansbury
518-280-4767

Advertiser: _____

Contact: _____

Phone: _____

Email: _____

Issue Date: _____ Replace current ad until further notice.

Add Size: _____

File name: _____

Sending files:

Email: Please send artwork that is 10MB or less to MediaSolutions@nycap.rr.com – File name and email subject line should include the company name of the advertiser, produce or service.

Transfer files larger than 10mb to: spaces.hightail.com/uplink/northeastcarwasher

Technical questions may be directed to: Katherine Watson at katherine.elizabeth.watson@gmail.com (Ad design may be contracted separately with MediaMagic the graphic design firm for the *Northeast Carwasher*. Contact Katherine Watson at 518-222-8651. Allow two weeks, minimum, before the ad submission deadline.)