



Ad Submission Guidelines

Media Solutions, 2214 Budd Terrace, Niskayuna, NY 12309
518-280-4767 • suzanne.stansbury@icloud.com • northeastcarwasher.com

The *Northeast Carwasher* is dedicated to ensuring your ad prints to your satisfaction. The most common errors are low-resolution graphics, failing to extend design bleeds past the edge of the page size, and the use of RGB or spot colors (convert all colors to CMYK). **Please read the following carefully.**

AD SIZES: WIDTH" X HEIGHT"

Full Page: 8.5" x 11" (page/trim size)

IMPORTANT: Fit critical content within the LIVE AREA = 8 x 10.5
A bleed of non-critical (decorative) content, when present, MUST extend an additional 3/16" beyond the page/trim 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.

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: _____

When creating ads: Place images and artwork into the layout at their actual print size (100% scale) and **300dpi/ppi**.

For full page ads: design "bleeds" MUST extend 3/16" beyond the page/trim size of 8.5"x11" (a bleed is non-critical design that prints to the edge of the page). Fit critical content within the LIVE AREA = 8 x 10.5

Ads do not need crop marks.

Color: Use only CMYK in your layout. RGB and spot colors will be reproduced as CMYK. To avoid sur-

prises, convert RGB and spot colors to CMYK before exporting or saving as a PDF file.

Preflight the original file before exporting or saving the PDF file. 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 EPS (Embed all fonts.)

Unacceptable: Microsoft Word, PowerPoint

Sending files:

Email: Please send artwork that is 10MB or less to suzanne.stansbury@icloud.com – File name and email subject line should include the company name of the advertiser, product or service.

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

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