

Gold Clipper



magazine

3rd Party Ad Info

Please Comply With Specifications Below

THE BEST AND MOST COMPATIBLE WAY TO SEND A FILE TO US IS IN PDF FORMAT.
All PDF files should be saved at 300dpi or higher and have the fonts embedded.

★ Page Dimensions:

- Full Page..... 6.5" x 9"
- 1/2 Page..... 6.5" x 4.375"
- 1/2 Page Long..... 3.125" x 9"
- 1/4 Page..... 3.125" x 4.375"
- 1/4 Page Long..... 6.5" x 2.063"

★ Accepted Programs:

- Indesign CS2 PC
- Illustrator CS2 PC
- Pagemaker 7.0 PC
- Photoshop CS2 PC

All other programs cannot be opened at The Gold Clipper.



If You Are Working In A Macintosh Environment, Your ad must be submitted in PDF or JPG format.

★ Line Screen:

- 4-Color Glossy 133 lpi
Photos should be scanned at 300dpi or higher- CMYK
- 4-Color Newsprint 100 lpi
Photos should be scanned at 300dpi or higher- CMYK
- 2-Color Newsprint 100 lpi
Photos should be scanned at 300dpi or higher- Grayscale

★ Accepted Formats:

300 DPI or higher PDF's are the best format to send a file!
We also accept eps, jpg, tif, bmp files. NO WORD DOCUMENTS!
ALSO...graphic files from the internet are normally grainy and blurry when printed, so please avoid the use of them.

★ What to Check & Submit:

COLOR:
All color in the document must be CMYK. Pantone and other Non-CMYK colors are not acceptable. Color substitutions will be made if these colors are used.

ART:
All Art, Logos, & Scans supplied must be high resolution. Any scans or art, on disk or emailed, that are 72 dpi will come out blurry and low quality when printed. For best results see the line screen section of this page.

FONTS:
All Fonts used in Ad must be supplied. Any fonts not enclosed will be substituted with a similar font. Please remember to include Printer fonts along with the Screen fonts.

Color or B/W Copy of Ad:

Printout of What Should Be Enclosed On Disk:

★ Removable Media Accepted:

- CD-ROM
- 3 1/2" Floppy Disks

IMPORTANT NOTE:

The Gold Clipper cannot be held responsible for what is on a disk that is not compatible with our office.



DUE TO DIRECT-TO-PLATE PRINTING, WE CAN NO LONGER ACCEPT FILM

★ Coupon Placement:

Must allow for flexible coupon format.
Coupons can only be half of the ad size: top, bottom or sides.

HAVE QUESTIONS?

Please contact your sales representative or call 330-633-4166

ALL CONTENT CHANGES MUST BE MADE THROUGH YOUR SALES REPRESENTATIVE! NO EXCEPTIONS!