# Gold Clipper magazine

## 3rd Party Ad Information
## Please Comply with Specifications Below

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

### Page Dimensions:

Full Page .....5.5” x 9.25”
½ Page .....5.5” x 4.5”
½ Page Long .....2.625” x 9.25”
¼ Page .....2.625” x 4.5”
¼ Page Long .....5.5” x 2.07”

### Line Screen:

4 - Color Gloss.....133 lpi
Photos should be scanned at 300 dpi or higher - CMYK

4 - Color Newsprint.....100 lpi
Photos should be scanned at 300 dpi or higher - CMYK

2 - Color Newsprint.....100 lpi
Photos should be scanned at 300 dpi or higher - CMYK

### What to Check & Submit:

COLOR:
All color in the document must be CMYK.
Pantone and other Non-CMYK colors are unacceptable.
Color substitutions will be made if these 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 the ad must be supplied. Any fonts not enclosed will be substituted with a similar font. Please remember to include Printer fonts along with screen fonts.

Color or B/W Copy of the ad:

Printout of What Should Be Enclosed On Disk.

### Accepted Programs:

| | | |
|---|---|---|
| InDesign CS4 | PC | All other formats cannot be opened at The Gold Clipper |
| Illustrator CS4 | PC | |
| Photoshop CS4 | PC | |

**PLEASE READ ME!** If you are working in a Macintosh Environment, Your ad must be submitted in .PDF or .JPEG format.

### Accepted Formats:

300 DPI or higher .PDFs are the best format to send a file. We also accept .eps, .jpeg, and .bmp files. NO WORD DOCUMENTS!

ALSO...graphic files from the internet are normally grainy, dark, and blurry when printed. So please avoid the use of them.

### Removable Media Accepted:

CD-ROM 3½” Floppy Discs

**IMPORTANT NOTE:**
The Gold Clipper cannot be held responsible for what is on the disk that is not compatible with our office.

**PLEASE READ ME!** **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 side

## HAVE QUESTIONS?

**Please contact your sales representative or call 330-633-4166**
**ALL CONTENT MUST BE MADE THROUGH YOUR SALES REPRESENTATIVE! NO EXCEPTIONS!**