

We provide a full range of print advertising design services.

However, if you choose to build your own advertisement, please follow these general guidelines

We operate primarily on the Macintosh platform. For jobs created on this platform, we can accept native application files created in MultiAd Creator Pro, QuarkXPress 7.31, Adobe Illustrator CS4, and Adobe Photoshop CS4.

For all other file formats, please contact us to check for compatibility.

Please remember to include all fonts and any supporting graphics used to create your job.

It is highly recommended that you use a preflight application on PDF's before sending.

Because of font conflicts and other technical difficulties, our options for outputting jobs created on the Windows or PC platform are limited. Jobs created in page layout programs like Corel Draw, Adobe Pagemaker or Microsoft Publisher must be saved as a PDF file. We cannot output native application files created on the Windows platform.

- Specify all color as CMYK values when building a full process ad. Do not use PANTONE, RGB, Index Color or LAB Color.

- All Digital/Camera-ready ads **must be to size as scheduled.**

- When creating your PDF, **turn marks and bleeds OFF and security OFF.** Security settings interfere with our preflight process. Ads should come in at the exact size they are running without requirement to crop.

- Do not use four separation black text (rich text), and avoid full color text below 15 pt.

- Set the resolution of photographs/images to 170 dpi. Bitmap graphics/logos should be at least 500 dpi.

- Set the Total Ink Limit of your images to no more than 240%, with a dot gain of 30%. It is recommended that you sharpen your images to ensure crisp reproduction.

- Save your PDF file as PRESS OPTIMIZED or use a HIGH QUALITY PRINT setting.

- Be sure all fonts are embedded for PDF files, avoid using TrueType fonts. Postscript fonts are required to print properly unless your fonts are converted to outlines/objects.

- **Do not request changes to Digital/Camera-Ready ads.** They are intended to be production-ready. If you require a change to an ad that you have created - you must make the change in the native application and re-submit the file before deadline.

For submitting ad copy/artwork for our in-house design service please contact your Advertising representative for details.

Questions? Call our Graphics department, 301-784-2530

We do our best to ensure your advertisement prints properly, however technical issues may occur. If we are unable to resolve such instances before press time your advertisement may not print as expected. If your advertisement is not properly submitted for newsprint, we do not take responsibility for print quality.