

ADVERTISING ART SPECIFICATIONS

ACCEPTED FILE TYPES:

- PDF (**preferred**): When you export to PDF from your original program, please choose the option "Press Quality." Fonts must be embedded or "outlined" from your original artwork. Do not include any printer's marks, such as crop or bleed marks.
- .tiff: Original Image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.
- .jpg: Original image resolution must be 300 dpi. Color ads must be saved as CMYK. Black and white ads should be saved as grayscale.

SETTING UP AD FOR COLOR OR BLACK AND WHITE (GRAYSCALE):

Color: All color ads should be submitted in CMYK. Please make sure that your ad does not contain RGB color or spot (Pantone) colors. If we need to convert your ad, there may be unwanted color shifts.

Black and white: All black and white ads must be submitted in grayscale. Please make sure your original artwork (before you convert to PDF) is a grayscale file - not RGB or CMYK (color modes).

Note for Illustrator users: If you are creating a grayscale ad in Illustrator, black will still present as CMYK (color) unless you convert the objects to grayscale. Before you convert to PDF, go to "Select-->Select All" and then "Edit-->Edit Colors-->Convert to Grayscale." Similarly, if your color ad artwork contains spot/Pantone colors you can do the same process and choose "Convert to CMYK".

AD SIZES:

Please create your original file size the same size as the finished ad size. Do not include extra white space or bleed.

Column sizes (the width of the ad) are as follows (height will vary depending on what ad size you purchased):

- 1 column: 2.25" wide
- 2 columns: 4.75" wide
- 1/3 of back cover space: 2.25" H x 7.5" W

HELPFUL LINKS/ARTICLES:

Designing for printing on newsprint is a bit different than designing for regular or glossy paper, because newsprint absorbs ink differently. Here are some websites with info and tips for getting a good-looking ad on newsprint.

- *Designing for Newsprint:* <https://www.ocreations.com/newsprint-design-guidelines/>
- *5 Tips for Designing on Newsprint:* <https://www.caseyprinting.com/blog/5-tips-for-designing-on-newsprint>
- *Newspaper Club: Traditional Printing Guide:* <https://www.newspaperclub.com/create/design-guides/traditional-printing>

QUESTIONS? NEED HELP?

For artwork questions: Contact Ana Maria at anamariak@phinneycenter.org, 206.783.2244

For ad sales/order questions: Contact Christiane at ads@phinneycenter.org, 206.783.2244

Submit ad artwork to: ads@phinneycenter.org on or before the artwork deadline. We'll contact you if there are any changes needed to your artwork.