PRINT-READY
AD SPECS

The quality of reproduction is contingent upon the quality of materials furnished. Reproducing black & white and color advertisements in newsprint differs significantly from reproducing them in magazines and publications printed on coated paper. Shopper's Guide cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards listed at right.

ad deadline: friday 11am
early deadlines for holiday weeks is posted at shoppersguideinc.com

We are a Tabloid sized paper with a page format of 6 columns wide (10.375") x 16" long.

COLUMN WIDTHS

1 column	1.625"
2 column	3.375"
3 column	5.125"
4 column	6.875"
5 column	8.625"
6 column	10.375"

Half Page (2 SIZES)

10.375" w x 8" long	$442
6.875" w x 12" long	$442

Full Page

10.375" w x 16" long	$974

ACCEPTABLE FILE FORMATS

- **PDF:** High Quality or Press Quality PDF is preferred. All fonts should be embedded or converted to outlines. We cannot make font corrections or modifications to a PDF or postscript file.
- **Photoshop:** Save as a 300 resolution PSD document with layers and convert all text to shapes.
- **Illustrator:** 300 resolution AI or EPS doc and convert text to outlines.
- **InDesign:** Package InDesign file and please supply a pdf or jpg of the finished file for proof purposes.

PLEASE NOTE: If a JPG format is the only option, it must be saved at "High Quality, 300 Resolution." If ad is color and has text or images that are black or shades of black, the Shopper's Guide cannot be held responsible for print quality!

* The total ad cost includes a digital presence charge. Spot & Full Color are also an additional charge. Please see our Media Kit for more details.

AD SPECIFICATIONS FOR NEWSPRINT

If you decide to create your own advertisement, follow the below specifications to ensure maximum reproduction in newspapers.

COLOR

All color should be in a CMYK format, which includes text, photos, art and backgrounds.

IMAGES

- Prepare materials to compensate for a 30% dot gain at midtones, images will appear darker when printed on newsprint, than on your computer monitor.
- Halftone images should be 200 dpi at 100% size.
- White type on 4-color images is not recommended.
- Total ink limit should not exceed 240%
- Do not use rich black for text.
- Do not use images from the internet, they are low resolution and are not compatible with print.

TYPOGRAPHY: Clarity and Readability

1. Black Text

- **Size:** a minimum of 8 points
- **Color Formula: (C=0%, M=0%, Y=0%, K=100%).** Black text should be 100% black(K) and not a combination of the 4 process colors which creates a "process" or "rich" black which you do not want to use for text.
- Using Photoshop to create black text is not recommended.

2. Color Text

- **Color Text:** use a minimum of 12 points, a non-serif font is recommended.
- **Color Formula:** a maximum of 2 process colors should be used to create the color text. If more than 2 process colors are used it will cause misregistration and make text appear "fuzzy" or "blurry" once printed.

See Example Below:

Text created using 2 process colors:
90% Cyan, and 70% Magenta = Registered Color Text

Text created using 4 process colors:
40% Cyan, and 50% Magenta, 100% Yellow, 20% Black =
Misregistered Color Text

3. White Text

When placing white text over a black or color background:

- We recommend at non-serif font at a minimum of 12 points.
- Black boxes should be a 100% black(K), and color boxes a maximum of 2 process colors.

12 Points No Serif	12 Points With Serif	8 Points No Serif	8 Points With Serif

4. Rules and Hairline Borders: Should be a minimum of .5 points.

PRIORITY CHECKLIST

- ☐ Create documents at 100% of printed size? (ads must not require scaling).
- ☐ Scan images at 100% of original size.
- ☐ Used actual type styles to fonts (bold, italic, outline, etc.).
- ☐ Scan line art at a minimum of 300 dpi and scan at 100%.
- ☐ Check that your ad is created at the correct size.
- ☐ Proofread your ad for typographical and grammatical errors.
- ☐ Include in your ad: address, phone number, logo or name of your business, business hours and website address.