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.

ad deadline: monday

early deadlines for holiday weeks is posted at www.shoppersguideinc.com

We are a Tabloid sized paper with a page format of 6 columns wide (10 3/8") x 16" long. Our one column width measurement is 1 5/8."

Ad rate is $9.00 per column inch. Ad size is determined by multiplying column width by length (in inches). *Example: 2 columns wide x 3" long = $54*

COLUMN WIDTHS

1 column	1 5/8"
2 column	3 3/8"
3 column	5 1/8"
4 column	6 7/8"
5 column	8 5/8"
6 column	10 3/8"

Half Page (2 SIZES)

10 3/8" w x 8" long	$432
6 7/8" w x 12" long	$432

Full Page

10 3/8" w x 16" long	$864

TYPE SIZE

We recommend a minimum point size of 9 for black & white text and a point size of 12 for color text. (Type below 9 points may not hold registration.)

All type designed to print in solid black or shades of gray should only be set at 100% black and not processed (cmyk) black.

FOUR-COLOR (FULL COLOR) ADS

Color type or white type on top of color backgrounds or color images should be at least 12 points. Type below 12 points may not hold registration.

Photos or scans should be converted from RGB to CMYK.

Pantone colors should be converted to CMYK.

SPOT COLOR ADS

▪ Please provide two versions of the ad. One in the actual CMYK color and one in magenta.

▪ All copy/images that are not in color should be grayscale (black & white).

To create a magenta version change all copy that is in color to magenta. If possible please provide a PMS Pantone color number so we can color match.

HYPERLINKS IN DIGITAL EDITION

Any web address or URL within an ad will be automatically converted to a hyperlink in the digital (online) edition of *Shopper's Guide*.

The entire ad will not be linked, just the text of the web address or URL. A web address or URL flattened into an image or in text that has been changed to outlines will not be converted.

RESOLUTION AND LINE SCREEN

Images 300 dpi resolution
Line Art 600 dpi resolution
Line Screen 100 lpi
Dot Gain: 25%

ACCEPTABLE FILE FORMATS

▪ **PDF:** High Quality or Press Quality PDFs are preferred. All fonts should be embedded. We cannot make font corrections or modifications to PDF or postscript files. Please embed all fonts.

▪ **Photoshop:** Save as a 300 resolution PSD document with layers and convert all text to shapes.

▪ **Illustrator:** Save as a 300 resolution AI or EPS document and convert all text to outlines.

▪ **InDesign:** Package InDesign file and please supply a pdf 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!