

## Ad Submission Guidelines & Specifications

We work on a Macintosh platform.

These are our guidelines for submission of ads in digital format:

### DIGITAL FILES

We prefer PDF files that are prepared for press with all fonts embedded.

#### PDF SETTINGS: PDF/x-1a/:2001

- No crop marks or printer's marks.
- All file images and colors to be CMYK. No RGB.
- NO spot color.

Please be sure ad is sized correctly (see ad size sheet). Ad integrity will be lost if we resize. Unlock all elements of the document. If a PDF file is not available, we accept the following:

**Adobe InDesign CS3 or earlier:** Preferred format. If using CS4, export the file as an InDesign Interchange document or PDF. To avoid illegible 4-color type, set preferences to 'Appearance of Black' to 'Output all blacks accurately'.

**Illustrator:** ALL FONTS should be outlined and ALL IMAGES should be embedded. Images should be at least 200 dpi but no larger than 300dpi. To avoid illegible 4-color type, set preferences to 'Appearance of Black' to 'Output all blacks accurately'.

**Photoshop:** TIF or EPS files. JPEG is acceptable but is of lower quality. Please include ALL FONTS included in ad. Images should be at least 200 dpi but no larger than 300dpi. Size ad exactly. Ad integrity will be lost if we resize. **Note:** Text in photoshop files loses sharpness.

**Attention PC Users:** We do not accept any files other than those stated above. We do not have PC fonts. Please submit ads or digital images in PDF, JPG, TIF or EPS format.

**E-MAILS** E-mail attachments should be NO LARGER THAN 4MB.

Send ad files to [ads@thearknewspaper.com](mailto:ads@thearknewspaper.com). Please identify advertiser's name in the subject of the e-mail and call the ad department, (415) 435-1190, when file is sent.

**LARGE FILES** Files larger than 4MB must be sent to the Ark's FTP site. You MUST use FTP software to transfer files (free software is available online from Filezilla or Cyberduck).

**FTP Address :** ftp.thearknewspaper.com

**User/Log-in :** arkftp@thearknewspaper.com

**Password :** theark

**IMPORTANT** Please notify your ad rep that you have uploaded files to the FTP site. Note that an uploaded file is not necessarily a usable file, allow time for file to be checked.

**DISKS** Files may be burned to a CD - ROM or DVD

**AD DESIGN** The Ark's ad design service includes 1 build, 2 revisions and 3 proofs. While we prefer digital logos and images, we can scan a photo or logo with a loss of quality. Files not prepared to our specifications risk poor reproduction or rejection.

### DEADLINES

- Ads to be built: Wednesday noon/ final approval by Friday noon.
- Completed ads: Friday noon.
- Late ads will be assessed a surcharge.

**QUESTIONS** Call your ad rep (415) 435-1190