

ARK 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. Do not downsample images. Please be sure ad is sized correctly. Ad integrity will be lost if we need to resize. Unlock all elements of the document. If a PDF file is not available, the following is a list of file formats that we will accept:

Adobe InDesign CS : Preferred format. If using CS2, export the file as an InDesign Interchange document or PDF.

Quark : Quark files should contain either EPS or TIF placed images. Please be sure to include ALL FONTS and ALL IMAGES used in the ad. All images should have a resolution of at least 200 dpi (dots per inch) and be no smaller than the size they will appear in the paper. If the photo will appear 3” by 4,” the digital document CANNOT be smaller than 3” x 4.”

Illustrator EPS: ALL FONTS should be outlined and ALL IMAGES should be embedded. Images should be at least 200 dpi.

Photoshop: TIF, JPG or EPS files. Please include ALL FONTS included in ad. Images should be at least 200 dpi but no larger than 300dpi. Please be sure ad is sized correctly. Ad integrity will be lost if we need to resize. Note: any copy or display type will lose crispness when printed.

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 2MB.**

Send ad files to ads@thearknewspaper.com. Please identify advertiser’s name in the subject of the e-mail and **notify the ad department, (415) 435-1190, when file is sent.**

Large Files: Files larger than 2Mb 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 : thearknewspaper.biz

User/Log-in : call for User name

Password : call for password

IMPORTANT: Please notify your ad rep that you have uploaded files to the FTP site. An uploaded file is not necessarily a usable file.

Disks: CD - ROM

Camera-Ready Ads: Camera-ready ads should be prepared to the exact sizes shown in the ad rate card. Photographs are reproduced using an 85-line screen. Photos with a 65-line screen are also acceptable.

Questions: Call your ad rep (415) 435-1190 or the graphics department (415) 435-2652.