



TIBURON • BELVEDERE • STRAWBERRY
Named California's best small community weekly
 General Excellence winner, 2019 California News Publishers Association, 2018 & 2019 National Newspaper Association



1550 Tiburon Blvd, Ste D, Tiburon, CA 94920

415-435-1190

ads@thearknewspaper.com

thearknewspaper.com

AD SUBMISSION GUIDELINES & SPECIFICATIONS

Digital files

We prefer PDFs prepared exported in X-1a format for CMYK printing with all fonts embedded. File resolution should be 300 dpi. Please be sure your ad is sized correctly; ad integrity will be lost when an ad is resized. Unlock all elements of the PDF. Note: Small type will lose crispness when printed on newsprint, and newsprint colors may vary from original seen on computer screen.

If a PDF is not available, the following is a list of file formats we will accept:

InDesign CS5: Preferred format. If using CS6 or newer, export the file as an InDesign Interchange document or PDF.

Illustrator EPS: All fonts should be outlined and all images should be embedded. Images should be at least 300 dpi.

Photoshop: TIF, JPG or EPS files converted to CMYK format. File should be one layer and 300 dpi. Please be sure ad is sized correctly. Do not resample low-resolution images.

* **Attention PC Users:** We do not accept any files other than those stated above.

Email

Email attachments should be no larger than 25MB. Send ad files to ads@thearknewspaper.com. Please identify the advertiser's name in the subject of the email and notify us by phone when sent at 415-435-1190.

For ad files larger than 25MB, we also accept links from cloud-hosting services such as Dropbox. For those without a cloud host, you may consider free file-sharing services such as WeTransfer.com.

Flash drives

Files may be submitted via USB flash drive.

Terms & Conditions

Established Ark advertisers are billed monthly. Accounts are due and payable within 30 days. Prepayment is required for first-time advertisers, one-time advertisers, political ads, going-out-of-business ads and ads for which credit has not yet been established. Late fees will be added to all overdue accounts. All major credit cards are accepted.

The Ark retains the right to reject any ad or insert, or to require its revision before publication. Contract conditions and advertising rates are subject to change upon 30 days' notice.

Publisher's liability for errors in advertising will not exceed the cost of that portion of space occupied by each error, nor will the liability for errors on multiple insertions exceed the cost of the first ad. Claims for adjustment must be made within seven days of publication. Errors that do not materially affect the value of the ad will not be considered for make-good. The Ark is neither responsible for errors in original copy nor for misrepresentation of products or services by the advertiser. The Ark is not responsible for reproduction material left more than 30 days.

Cancellations: 50% of ad cost will be charged if a client cancels after noon Friday before print date of the regular weekly edition or later than noon 10 calendar days prior to run date of special sections.