

NEWSPRINT AD REQUIREMENTS

IMAGES

- Photos and other artwork should be at least 300 dpi.

COLOR

- All art (graphics and text) must be **CMYK** (SNAP 2007 color working space).
Do not use RGB, Index, or Pantone colors.
- Black and white art should be grayscale (Dot gain 25%) color working space.

TEXT

- Black text must be **100% black ink** only. Do not use rich black.
- Text size should be no smaller than **6pt.** for readability.
- **Reverse text** should be minimum **10pt** and should knockout fewer than 3 color plates.
- **Color text** should be minimum **10pt** and should use fewer than 3 color plates.

ACCEPTABLE FILE FORMATS

- **High resolution PDF** preferred. (TIFF, EPS, JPG. also accepted)
- Native file formats (.indd, .ai, .psd, etc) will **NOT** be accepted.
- Word, Publisher, Powerpoint will **NOT** be accepted.

DEADLINES

- Print-ready artwork due to *Monterey County Weekly* 5pm Monday prior to publication.

QUESTIONS

- Please call your sales representative or the production department at **831.394.5656**.

The *Weekly* is **NOT** responsible for ads not meeting these requirements. Please visit mcweekly.com/marketing for more in-depth instructions and templates for download.

