

Check this out.

Designing

Double check your ad size

If an ad is not the correct size, we reserve the right to resize to our specifications. Art time will be billed to the client at \$45 per hour, in 15 minute increments.

Borders

All ads smaller than full size must have a border. A .5" border will be added if the ad supplied is without one. Artwork cannot bleed over this border more than .0625"

Supplying

Negative (film)

- 85-100 lpi (170-200 dpi)
- Right read/emulsion down

Positive (paper)

- 85-100 lpi (170-200 dpi)

Must be a laser output to reproduce correctly. Positive produced on desk jet printers can not be used.

Digital

hard copy proofs must be provided with all digital files

fax proofs to: 419-244-9871

- Disks accepted:
 - Floppy
 - Zip
 - email:
adsin@toledocitypaper.com
- File formats:
 - Quark (.xpr)
 - Illustrator (.ai)
 - Photoshop (.psd)
 - .tif
 - .eps
 - .pdf
- Fonts:
 - fonts must be supplied (postscript only: be sure to include printer and screen fonts)
 - Turn fonts into outlines
- Photos (save as .eps/.tif):

OR

Ad sizes

	standard	horizontal	vertical
Full page	9.5" X 11.875"		
Three quarters	7" X 11.875"		
Half page		9.5" X 5.75"	4.625" X 11.875"
Three eighths		7" X 5.75"	4.625" X 8.75"
One quarter	4.625" X 5.75"	9.5" X 2.75"	2.125" X 11.875"
One eighth		4.625" X 2.75"	2.125" X 5.75"
One sixteenth	2.125" X 2.75"		

Bleed size: 10.75" X 13.5"

Note: Special issue ad sizes may differ check with your account manager for correct sizes.

Color

■ Spot* - black/chosen pms color

*spot colors may be printed as 4-color process unless indicated by client

■ 4-color process - CMYK

■ Dot Gain - 30%

■ Trap

Adams Street Publishing is not responsible for setting color traps on ads provided on disks or separations, unless requested. Art time will be billed to the client at \$45 per hour, in 15 minute increments. **Suggested trap: .0312"±.**

■ Registration

Adams Street Publishing is not responsible for any registration problems the printer may have, but will continue to strive for quality color printing.



Toledo AREA **PARENT**
News

Ann Arbor FAMILY
Press™

2/2001