



2016 Ad Production Specifications

Production Specifications

Color: CMYK. All PMS colors must be converted to CMYK.

Trim Size: 8 1/8" x 10 7/8"

Halftones/Screens: 133- and 150-line screen accepted.

Negatives: Not accepted.

Proofs: Must accompany all ads to ensure proper color match.

Ad Production: In-house production of ads from complete concept to minor type corrections is available at additional charge. If ad production is required, copy is due on the space reservation date.

Electronic Ads: Platform: Macintosh. Acceptable media: CD-Rom.

Compatible Programs/Formats: PDF/Acrobat*, InDesign, Photoshop, FreeHand, Illustrator, TIFF, EPS, JPG**.

Ad Submission: When providing parent files (InDesign, Photoshop, FreeHand or Illustrator accepted) include fonts, supporting graphic files (photos and/or illustrations) and a hardcopy proof. Color images (including duotones) and color builds must be set for CMYK process separations. Color and grayscale scans should be at 300 dpi at their final size or else pixelation may occur. Line art should be at 800 dpi.

***Note about PDF Files:** PDF color images must be CMYK and should not be saved as JPGs, but as uncompressed 300 dpi TIFFs. Please embed fonts and save as a press-optimized PDF.

****Note about JPG Files:** If submitting an ad in JPG format, save as a high quality, 300 dpi, RGB file. We will convert it to CMYK.

Submit Files

Send ad files by email to tlinker@nwibq.com.

Effective: March 1, 2014

