



SOMERSET HILL • VICTOR, NY • SUMMER 2009

File Submission Guide

AD SIZES

Full Page	7" x 9.5"	Half Page Vertical	3.375" x 9.5"
Inside Front/Back Cover.....	8" x 10.5" with 1/2" bleed	1/4 Page	3.375" x 4.5"
Back Cover.....	8" x 10.5" with 1/2" bleed	Service Directory.....	2.25" x 1.75"
Half Page Horizontal	7" x 4.5"		

SOFTWARE

MAC

- ◆ QuarkXPress up to 7.3
- ◆ PageMaker up to 6.5
- ◆ InDesign up to 3.0 (CS)
- ◆ Photoshop up to 8.0 (CS)
- ◆ Illustrator up to 11.0 (CS)
- ◆ Acrobat up to 8.1
- ◆ Multi-Ad Creator up to 6.5
- ◆ Microsoft Word up to 11.2

WINDOWS

- ◆ QuarkXPress up to 5.0
- ◆ PageMaker up to 7.0
- ◆ InDesign up to 3.0 (CS)
- ◆ Microsoft Office 98
- ◆ Microsoft Publisher up to 2003

COLOR

- ◆ All ads will be printed in color. Please make sure that your ad is produced in CMYK, not RGB! Also make sure to designate these colors as process, not spot.
- ◆ In Quark, InDesign, and PageMaker there is a color placed automatically in the color palette called "Registration." Even though this color appears to be black, you should never use it in place of black. Something designated "Registration" will print on every color separation.

IMAGES

- ◆ Images must be 170 dpi – 300 dpi
- ◆ Bitmap or line art images must be at least 600 dpi
- ◆ DO NOT SUPPLY US WITH LOW RESOLUTION IMAGES DOWNLOADED OFF THE WEB. They are for screen viewing only and are not suitable for the printing process.

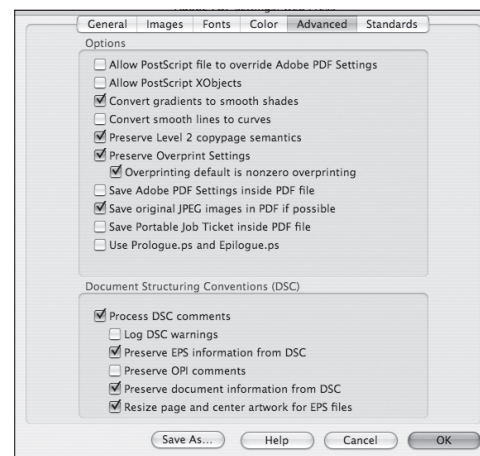
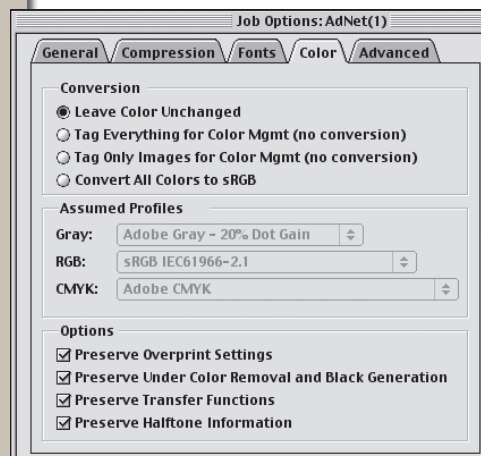
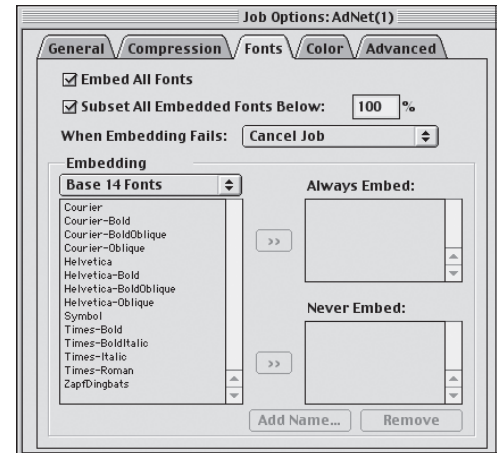
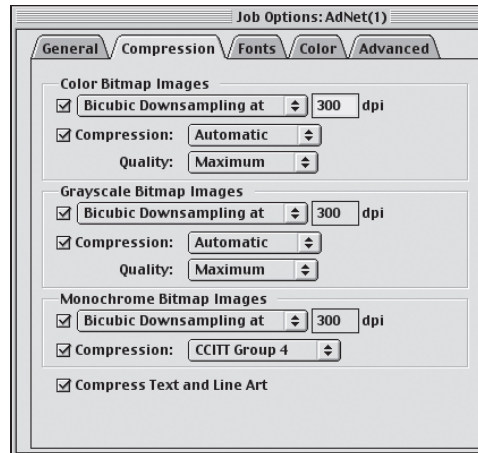
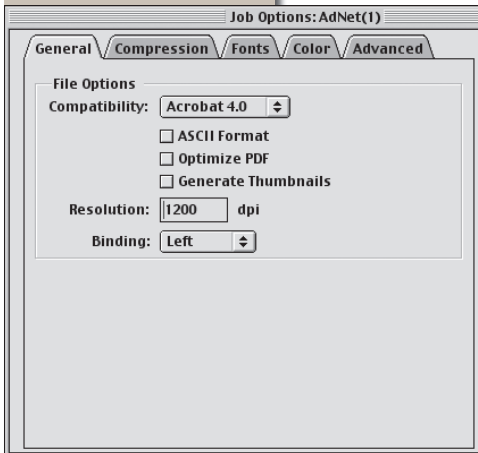
FONTS

- ◆ If you are submitting the original document, always supply all versions of the fonts used and all images used in the document. If you are concerned that you might miss one, you can copy your entire font folder to your disk. Some programs let you package which collects the fonts & images for you.
- ◆ Some programs, including Illustrator and InDesign, allow you to turn your text into outlines (Create Outlines). If you know that no changes will need to be made to your text, please turn your text to outlines. This will eliminate many potential font problems.

PDF FILES

- ◆ We prefer that you send your ad to us as a PDF file. Be sure to create the PDF with CMYK color and embed all fonts (or change fonts to outlines before creating PDF if possible).
- ◆ If using Acrobat Distiller to create your PDF, please use the settings provided on the following page.
- ◆ Do not use the “export...” function to create a PDF from InDesign CS. Instead, use the “export” function to create an EPS file. Then use Acrobat Distiller to create the PDF.

ACROBAT DISTILLER SETTINGS: The images below are from Acrobat 4.0, but the settings should apply to later versions of Distiller. Any preferences from those versions that are not indicated in the pictures below can be left on their default setting.



For more in depth program specific instructions: Go to www.mpnnow.com, click on Commercial Printing in top menu bar, click the file requirements button where you can download program specific instructions.

CONTACT

The Design Team at Messenger Post Media is happy to assist you in properly preparing your files Please contact them at the number below with any questions or problems. You may submit your ads in PDF format to the following e-mail. Files may be compressed when e-mailing. Messenger Post Media also accepts the following disk formats: CD, Flash Drive and Floppy.

- ◆ **ADDRESS:** 73 Buffalo St. • Canandaigua, NY 14424
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