CAMERA READY AD SPECIFICATIONS

At *Bend Weekly* we strive to produce the highest quality graphic art reproduction. We value your input, and hope to create the most effective ad for your business. If you do not understand any of the terms below you are welcome to submit a layout for mocking purposes only. We will recreate the ad to our specifications in house. Ad placement with *Bend Weekly* includes in-house design services.

In Brief

- *Bend Weekly*'s art department is a Macintosh environment. Adobe Acrobat PDF files are preferred. Files from PC computers must be converted to PDF files with all fonts and images embedded.

- Camera-ready ads are accepted in PDF format created in Adobe Acrobat 5.0 or higher. Black and white or color PDFs that are set as RGB cannot be used. For help with your PDF settings contact our art department.

- Ads are accepted by email to ads@bendweekly.com, on CD, zip or floppy disk.

Acceptable Software

- Adobe Acrobat 5 (or higher) – PDF preferred (optimized for print). Contact *Bend Weekly* art department for settings.

- Freehand 8 (or higher) – fonts converted to paths, artwork embedded, exported as an EPS or TIFF file or saved as PDF.

- Quark Express 4.1 (or higher) – fonts and artwork embedded, exported as an EPS.

- Adobe Illustrator, fonts converted to outlines, artwork embedded, saved as EPS, TIFF or PDF (preferred).

- Photoshop files should be primarily used for support files. Advertisers who submit camera-ready ads built in Photoshop assume responsibility for the quality of reproduction. Using Photoshop to set ad text, in most cases, will produce undesirable results when text becomes rasterized. (In Photoshop, layers often contain hidden colors that print as separations for black and white ads.)

- Microsoft Word (text only submissions).

- AppleWorks (text only submissions).

Font Management

- *Bend Weekly* has a wide selection of fonts, but we do NOT accept any additional fonts. A list of our resident fonts is available through your sales representative. If you use a font that is not on our list you must convert this type to a graphic, outlines (Illustrator) or paths (Freehand), allow us to replace the font with a similar font from our library, or convert your document to an Adobe Acrobat PDF file with all fonts and graphics embedded.

- Fonts must be converted to paths or outlines for ads created in Freehand or Illustrator.

Color Requirements

Camera Ready Ads (PDF files preferred)

- Ads should be converted to PDF (optimized for print) or saved/exported as EPS files. Contact our art department for Acrobat settings.

- All fonts should be converted to paths (Freehand) or outlines (Illustrator). From Quark, make sure to embed fonts if you are exporting your ad as an EPS.

- All placed images and artwork should be 300 dpi and GRAYSCALE mode for black and white ads, or CMYK mode for color ads. Do NOT send ads with RGB images or artwork. RGB ads do not reproduce as submitted and often print separations for black and white ads. All images and artwork should be embedded.

- For black and white ads, gray tints should be specified as a percentage of black; do not spec as a Pantone Gray color.

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Support Files (Logos, Artwork & Photos)

- Send ad elements (photos, logos, etc.) as TIFF or EPS files with a resolution of 300 dpi or higher. An original uncropped photo JPEG is also acceptable. If the area used in the ad is to be cropped from an image or enlarged, send the image at a larger size and/or higher dpi (such as 600 dpi). If a silhouette is desired, be sure to create a clipping path in Photoshop.

- All color ads and color images should be saved in Photoshop as TIFF or EPS files in CMYK mode. Do NOT send RGB files. RGB ads/images do not reproduce as submitted.

- All gray tint screens need to be specified as a percentage of black, not as Pantone gray.

- Artwork created in Freehand or Illustrator, such as logos, should be saved as EPS or 300 dpi TIFF files with linked artwork embedded and fonts converted to paths or outlines.

- Because the resolution is too low (72-100 dpi), images downloaded from the internet do not print clearly. In order to print clearly the dpi must be increased to 300 dpi, which will decrease the image size proportionately. For example: increasing the resolution to 300 of a 4 inch by 2 inch image downloaded from the internet would reduce it to an approximately 1 inch by .5 inch image. As a general rule, an image from the internet can be printed at about ¼ the size it is on screen. Remember, most web images are copyright protected.

- Original photo prints are accepted for scanning. We are unable to scan from slides or negatives. Scans made from photo copies or prints from low resolution color printers do not reproduce well and customers assume responsibility for their reproduction in print.

- When submitted images or artwork require manipulation by our art department, a photo charge applies. This includes optimizing for dot gain, sizing, cropping, converting to GRAYSCALE or CMYK mode, or saving as TIFF and EPS files.

Scanning Specifications

- Save grayscale and color photos at 300 dpi at the size or larger than they will be used in your ad. (We recommend you scan photos at 600 dpi and adjust to 300 dpi in your photo editing software.)

- For black and white ads, scan the image in grayscale mode and save as a TIFF or EPS. For color ads, scan in RGB mode, then convert to CMYK mode in your image editing software and save as TIFF or EPS.

- Line art should be scanned at the size or larger it will be used in your ad at 300 dpi.

- Art and photos downloaded from the internet must meet the above requirements for optimum output. Photos downloaded from web pages at low resolution (72 to 100 dpi) will not print clearly. Resolution of web graphics and photos can be increased only by decreasing their size.

- Scanned images saved as a RGB JPG are accepted, however a photo charge does apply for conversion to a grayscale or CMYK TIFF or EPS file.

- Advertisers who scan their own artwork or photos assume responsibility for the quality of reproduction in print.

Bend Weekly will take every precaution to ensure care is taken with advertiser files. We will make every effort to process your ad as intended. However, *Bend Weekly* is not responsible for unusable material, delays or missed schedules due to file errors, errors in advertisement, software bugs, improperly prepared files, incompatible (non-Macintosh) files, low resolution files or unclear instructions.

Copyright disclaimer: The advertiser is solely responsible for the content of the ad and for obtaining permission to use photographs, fonts, art work or any copyrighted material.