Digital Checklist - Print

• For ads, PDF files are preferred.
  Colors should be converted to CMYK.
  All black text should be 100% Black, not four color black.

• For logos, EPS files (vector) are preferred. *See pg. 3 for details.
  If unable to provide as an EPS we will accept PDF, JPEG or TIFF at 300 dpi and 100% of desired size.

• For photos, files should be JPEG or TIFF at 300 dpi and 100% of desired size.
  Colors should be converted to CMYK.
  See page 2 for various publication ad sizes

Adobe® Acrobat®
Up to version Adobe CC
Files should be converted to CMYK or Grayscale accordingly.
All fonts must be embedded.

QuarkXPress®
Up to version 7.0
Colors should be converted to CMYK
Images should be placed as 300 DPI TIFFs.
All fonts and placed images must be included.

Adobe® Illustrator®
Up to version Adobe CC
Colors should be converted to CMYK
Type should be converted to outlines
All typefaces and placed images must be included.

Adobe® Photoshop®
Up to version Adobe CC
Converted to CMYK if in color.
Files should be JPEG, TIFF or EPS at 300 dpi, 100% of desired size.

Adobe® InDesign®
Up to version Adobe CC
Colors should be converted to CMYK
Images should be placed as 300 DPI TIFFs.
All fonts and placed images must be included.

We DO NOT accept Excel, PowerPoint, Word Perfect documents or DOS/Windows applications.
We only accept Microsoft Word documents for text/copy to go in ads that will be built in our production department.

MEDIA:
- CD-ROM
- Email - ads@msbusiness.com

Platform: Macintosh
AD SIZES

WEEKLY TABLOID
Live image area 10” x 12.5”

* Double Truck
20.5” x 12.5” tall

Full Page
10” x 12.50”

Junior Page
7.5” x 9.25” tall

Half Page Horizontal
5” x 12.50” tall

Half Page Horizontal
10” x 6” tall

Quarter Page
Vertical: 5” x 6” tall
Horizontal: 7.5” x 4.25” tall

Eighth Page
Horizontal: 3.625” x 2.2” tall

* Double Truck
20.5” x 12.5” tall

Full Page with bleed
8” x 10.5”
plus .125” bleed on each side

Full Page NO bleed
7.5” x 10”

Half Horizontal
7.5” x 4.625” tall

Half Vertical
3.625” x 9.5” tall

Quarter Page
Vertical: 3.625” x 4.625” tall

Eighth Page
Vertical: 3.625” x 4.625” tall

Eighth Page
Horizontal: 3.625” x 2.2” tall

BOOK OF LISTS PUBLICATION
Trims to 10.5” x 12.5”

Cover Page with bleed
10.5” x 12.5”
plus add .25” bleed on each side

Full Page (inside) WITH bleed
10” wide x 12” tall
1/4 inch white margin will be added to each side

OTHER ad sizes are same as weekly tabloid.
The two differences between .jpg logos and vector art (such as .ai, .eps, and some .pdf files) are that vector logos are infinitely expandable and far easier to edit.

As you can see here, these logos look almost exactly the same at this size.

But when you expand them the .jpg version loses much of its quality while the vector art stays crisp and clean.

The vector art is also much easier to put in front of backgrounds and other artwork without breaking up the image.

Vector art displays and prints at a higher quality and therefore we are able to provide a higher quality product.

If the client is unsure whether they have their logo in a vector format (some .pdfs can be made from .jgos) have them check by zooming in on the art. If it remains high quality without pixelation, the art is most likely vector...
Four Color Printing

Printing presses use these four pigments mixed in different percentages to achieve full color images. Each of these pigments is applied using a different plate during the printing process. This means that sometimes these different pigments can be slightly off center from each other.

Usually, this variance is so slight it's very hard to notice.

But in the case of small type, a slight variance can make a huge difference.

So to achieve the best, clearest black; whenever possible use only the pigment black (K) on type and other small, detailed graphics. If using a program with a color mixer, it’s easy to be aware of what percentages of color are being used. Be sure to use 0% Cyan, 0% Magenta, 0% Yellow, 100% Black.