

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 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 converted to CMYK.*

ACCEPTED APPLICATIONS

Adobe® Acrobat®

*Up to version 8.0
Files should be converted to CMYK or Grayscale accordingly.
All fonts must be embedded.*

QuarkXPress®

*Up to version 6.5
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 CS3
Type should be converted to outlines
Colors should be converted to CMYK
All typefaces and placed images must be included.*

Adobe® Photoshop®

*Up to version CS3
Files should be JPEG, TIFF or EPS at 300 dpi, 100% of desired size.
Converted to CMYK if in color.*

Adobe® InDesign®

*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
- FTP- Host: [ftp.msbusiness.com](ftp://ftp.msbusiness.com)
User ID: MBJFTPClient
Password: M1ssB1z!

PLATFORM: *Macintosh*

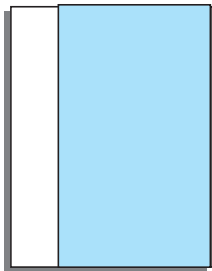
[See following page for various publication ad sizes](#)

Ad Sizes

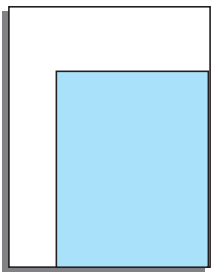
Tabloid



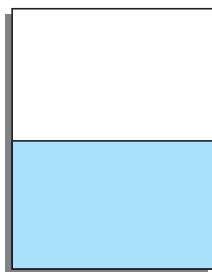
Full Page
10" x 13"



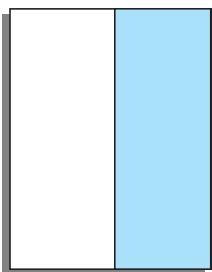
3/4 Page
7.375" x 13"



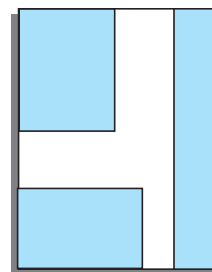
Junior Page
7.375" x 10"



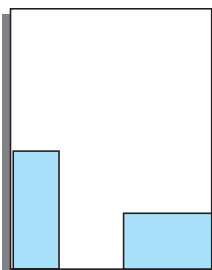
Half Page Horizontal
10" x 6.375"



Half Page Vertical
4.875" x 13"

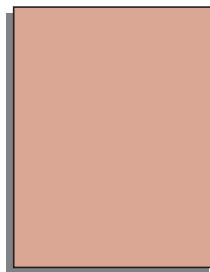


1/4 Page
Vertical:
4.875" x 6.375"
Horizontal:
7.375" x 4.25"
Column:
2.375" x 13"

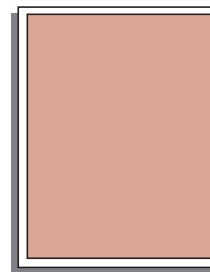


1/8 Page
Vertical:
2.375" x 6.375"
Horizontal:
4.876" x 3"

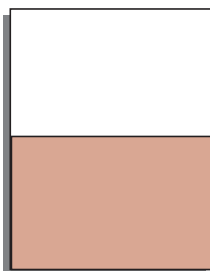
Magazines



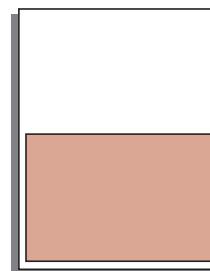
Full page with bleed
8.25" x 10.75"
plus .25" bleed on each side



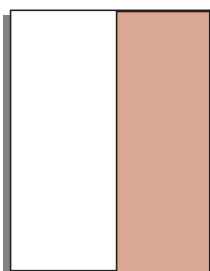
Full Page
7.75" x 10.25"



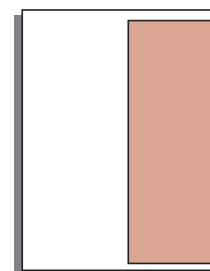
Half Page with Bleed Horizontal
8.25" x 5.5"
plus .25" bleed on each side



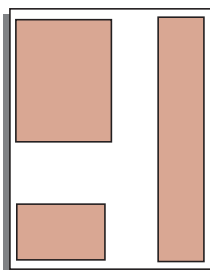
Half Page Horizontal
7.75" x 5"



Half Page with Bleed Vertical
4" x 10.75"
plus .25" bleed on each side



Half Page Vertical
3.75" x 10.25"



Quarter Page
VERTICAL:
3.75" x 5"
COLUMN:
2.486" x 10.25"

Eighth Page
HORIZONTAL:
3.75" x 2.387"

Logos

MISSISSIPPI
BUSINESS JOURNAL

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.

MISSISSIPPI
BUSINESS JOURNAL

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 .jpgs) have them check by zooming in on the art. If it remains high quality without pixelation, the art is most likely vector



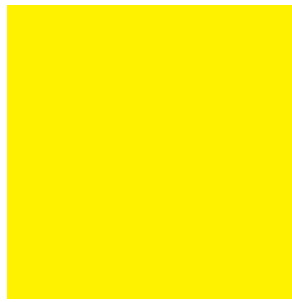
Four Color Printing



Cyan



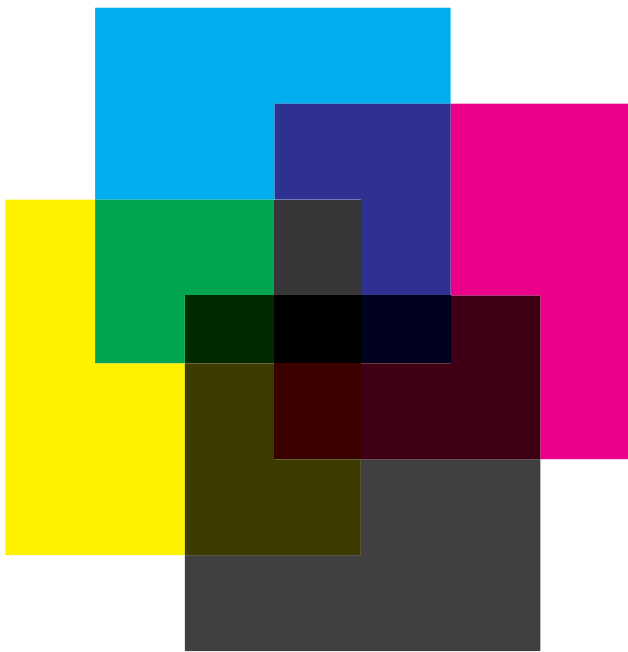
Magenta



Yellow



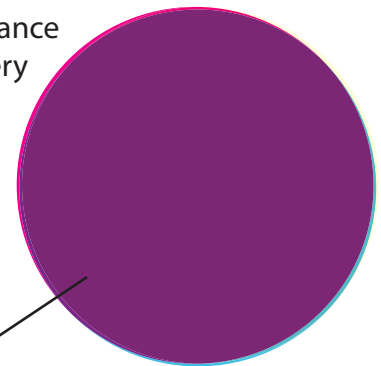
Black(K)



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.

60% Cyan
100% Magenta
19% Yellow
6% K (black)



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

0% Cyan
0% Magenta
0% Yellow
100% K (black)

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

81% Cyan
86% Magenta
81% Yellow
74% K (black)

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.