

## FILE FORMAT:

### Preferred Applications:

*lower versions also accepted*

Adobe Acrobat – High Quality PDF

Adobe InDesign CS5

QuarkXPress

Adobe Illustrator CS5

Adobe PhotoShop CS5

*Sorry, we do not accept PowerPoint, Publisher, Excel, Corel Draw, Pages, Freehand or Multi-Ad Creator files unless exported as an eps or pdf.*

### Accepted Applications:

Microsoft Word – text only

Word Perfect – text only

## IMAGE RESOLUTION

**Color Images** – minimum 300 dpi at 100%

**Continuous Tone or Grayscale** – minimum 300 dpi

**bitmapped tif files** – min. 600 dpi / max. 1200 dpi

**eps, tif or jpg** – no compression

## DIGITAL CAMERAS:

When taking digital pictures, please set your camera to the largest setting for high resolution. Also, please turn off the date/time stamp.

**Please DO NOT color correct or alter the original.**

## COLOR:

All colors must be in CMYK mode (not RGB), with process separation on. Pantone and TruMatch colors should be converted.

DO NOT embed any color profiles.

When using black in large areas or with text over 12pt, please fill with C-30, M-20, Y-20, K-100.

## FONTS:

Open Type Fonts

Type 1 Postscript Fonts (supply screen and printer fonts)

Please DO NOT bold, italicize, shadow, outline or underline type in your styles toolbox or floating palette. Use the actual font or create it in an illustration program then create outlines.

Whenever possible, please avoid True Type Fonts

## AD SIZES:

<http://clipperdigitaldelivery.com/specs.asp>

*Due to quality and print issues, we **cannot accept** the following.*

1. Low resolution images (under 300dpi).
2. Images from websites. Most pictures or graphics from websites are **LOW RESOLUTION**. Please do not send these files.
3. Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles
4. Supplied film.
5. Spot, Pantone, TruMatch or RGB color modes.
6. Styles applied to type in your application menu

We request that you digitally transmit your files to us through [www.clipperdigitaldelivery.com](http://www.clipperdigitaldelivery.com).

For more information, **Primary Contact: Tom Loucks ext. 3556** 1-888-569-5100, Hours: 8:00am-5:00pm est.

**Additional Contact: Jonathan Miller ext. 4470** 1-888-581-8369, Hours: 4:30pm-1:00am est.