

# SPECIFICATIONS

## FILE FORMAT

Accepted Applications:

**\*\*Preferred format\*\*** Adobe Acrobat – High Quality PDF

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

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

## 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

## 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-60, M-0, Y-0, K-100.

Smaller black text should be C-0, M-0, Y-0, K-100.

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

- Low resolution images (under 300dpi).
- Images from social media & websites, Please do not send these files.  
Most pictures or graphics from social media and websites are low resolution for quicker loading speeds.
- Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles
- Spot, Pantone, TruMatch or RGB color modes.
- Styles applied to type in your application menu

# Standard Wrap - Page 3: 8.375" x 10.75"

COUPON AREA

8.375" x 4.125"

Creative can occupy entire client image area, however coupons can not extend beyond this dotted coupon area

# Standard Wrap - Page 3: 8.375" x 10.75"

## COUPON AREA

8.375" x 4.125"

Creative can occupy entire client image area, however coupons can not extend beyond this dotted coupon area

The diagram illustrates a standard wrap layout. It features a large light blue rectangle representing the main creative area. Overlaid on the top right of this area is a smaller, light green rectangle with a dotted border, labeled 'COUPON AREA' with dimensions '8.375" x 4.125"'. Below the coupon area, on the right side of the main creative area, is a grey rectangle representing the 'Deal Ribbon'. This ribbon has a height of '2.9537"' and a width of '2.5729"'. Inside the ribbon, the 'clipp' logo is displayed, followed by the text: 'INFORMATION ONLY', 'DO NOT PLACE ANYTHING IN THIS AREA', and '(Can move up or down to accomodate coupons below)'. An orange line points from the text 'Ribbon can slide along right side of ad to place coupons within the designated area.' to the right edge of the ribbon.

2.9537" height

2.5729" Width

**clipp**

INFORMATION ONLY  
DO NOT PLACE  
ANYTHING IN THIS AREA  
(Can move up or down to  
accomodate coupons below)

Deal Ribbon  
2.5729" x 2.9537"  
Ribbon can slide along right side  
of ad to place coupons within the  
designated area.