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 medi & 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

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

clipp

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

2.9537" height

2.5729" Width

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