



ELECTRONIC GUIDELINES FOR CAMERA READY ADS

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All digital files should be completely camera ready and require no adjustment by the production department. We require that all digital files be sent at the accurate print size sans registration and/or crop marks. Color ads must be CMYK color mode and B/W ads must be Grayscale color mode. All ads must be 300dpi.

All fonts and images must be imbedded. All files should be labeled with account name, ad size and ad run date, respectively: "AccountName _ Size _ Date.PDF".

If a PDF cannot be produced we will accept a .TIF with all of the above requirements.

CREATING A PDF

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We request that you use the settings we have created to insure maximum quality and avoid printing problems. If you are Adobe Acrobat 4.0 (or above) savvy and have Adobe Distiller, download the **Metroland_joboptionsfile** and add the job options to your distiller settings. Otherwise, to manually set up your PDF settings, download the **Metroland_PDF settings** file to use as a guide.

EMAIL REQUIREMENTS

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Your email message should include: account name, ad size, ad run date, contact person and Metroland sales representative name.

production@metroland.net / cc: advertise@metroland.net

DEADLINE

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Noon Tuesday for Thursday publication. Any late ad may be subject to late fees as described on the Metroland rate card.

PLEASE NOTE

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We reserve the right to substitute fonts if necessary. We reserve the right to resize and/or crop ads that are not the correct dimensions.

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For more information about PDF job options and specific dimensions, call Kim Hugo, production manager at 463.2500 ext. 150.

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