

Advertising Specifications

General

Advertising materials must be submitted in electronic form. No film is accepted. Ads are accepted in the following formats:

	File Types	Versions	Extension
Advertising:	InDesign	All	.indd
	Quark Express	All	.qxd
	Illustrator (EPS)	All	.eps
	Photoshop	All	.psd, .eps or .tif
	PDF (X-1a or press quality setting))		.pdf
Text ONLY:	MS Word	All	.doc
	Plain Text	N/A	.txt, .rtf

Ad Sizes

	W	H
Full page	8 ''	x 11''
Half page	8''	x 5''
Quarter page	3.75''	x 5''

Fonts, Colors and Image Resolution

- Please outline fonts when possible.
- If you can not outline your fonts, you must supply the font files for us to be able to output your art.
- Use CMYK colors only. Spot (PMS) and RGB colors must be converted to CMYK and may not match your original art (see image preparation notes below).
- Resolution for color and grayscale images must be 300dpi; 800-1200 dpi for line art (see image preparation notes below).
- You must supply all your images separately, or embed them at full resolution in your file.

How to Submit your Files

Note: Please name your files to include your business name so we can differentiate files.

- Via email: graphix@valprint.com
- Via snail mail or courier, on CD, DVD or ZIP disks:
ValPrint, Attn: Graphics Department, 1257 G Street, Fresno, California 93706.
- If you have any questions, please feel free to call us:
559.483.3112. Please ask for Ed Zamora, Graphics Coordinator.

Image Preparation Information

Resolution. All of the images used in your layout should be at least 300ppi (ppi- pixels per inch or dots per inch- dpi) at the size they will be printed. Images with less than 300ppi will appear pixellated and of poor quality. Most images available on the internet are only 72ppi, and while they may look ok on your screen, they will look terrible in print. Your monitor has a resolution of between 72 and 96 ppi. To preview how an image will look when printed, zoom in 400% on your image. This will give you an approximation of how your image will look printed. You can not artificially add image resolution. Simply scaling up an image to the size you want will not increase an image's resolution.

CMYK v. RGB. Your images must be saved as CMYK to print properly. Most images that are created by scanners, digital cameras, stock image cd's and stock image websites are RGB and must be converted to CMYK before they are used in any layout. Please note that if you fail to convert the images yourself, ValPrint must convert your images before your job can be printed. There May be a color shift during this conversion, so if you do not convert your image files prior to upload, your printed piece might not look the same as what you saw on your monitor. Depending on the color values in your images this color shift can be quite dramatic.

Formats: EPS, TIF, JPG. Once you have converted your images to CMYK and have verified that they have the proper resolution, save your images in either EPS or TIF formats. We prefer that you do not save your image files in JPG format as the compression scheme of JPG will result in loss of image quality. If you must use JPG, make sure it is saved with the quality setting at its highest value. Never use images in GIF or BMP formats as we will not be able to process your file. For more information on file formats, PLEASE take a moment and review our file and image preparation tutorial to ensure your images will look their best when printed. (file and image preparation tutorial located at www.valprint.com)