

Space and Material Requirements for the Newspaper & Magazine Programs

Black and White camera-ready materials should be provided on computer disk or emailed. Ads must be provided to B+L in the following guidelines. If you do not have access to the suggested formats, the agency can create your ad at a rate of \$85/hour.

- Ads must be created in PhotoShop, Illustrator, QuarkXPress or provided as a PDF.
- If providing a PDF, note we cannot make changes to these files. Embed all fonts on PDFs to ensure print quality.
- Provide QuarkXPress documents with the size clearly marked with crop marks (MAC is preferred if not IBM compatible). If providing via email, "stuff the file" with graphics and fonts.
- Collect for output all files needed (Images should be in TIFF or EPS formats).
- If providing Adobe Illustrator file, make sure all fonts are outlined.
- We cannot accept True Type fonts, only postscript fonts allowed.
- Include a hard copy printout of the ad with crop marks and a directory listing of the disk. If sending by e-mail, you must fax a copy of the ad.
- Emailed ads can be sent to Stephanie Fox at sfox@boelterlincoln.com. When emailing ads, label the subject line of the email as follows: Advertiser name_ad size. Example: Door County Chamber_2x10.
- If ads are emailed, a faxed hard copy is also required. Send to the attention of Stephanie Fox to 414.271.1436.

Please note the following

- Please do not add black borders to your files, as ads sometimes must be stretched and the border doesn't stretch evenly with the ad.
- When building ads, please make sure to create your document to the correct size. All advertisers should send their files titled as: Advertiser name_ad size. Example: Door County Chamber_2x10.
- If your ad is black and white, please send the files as black and white. When 4 color, send as CMYK.

We accept the following types of computer disks:

- Zip disk, 100 MB
- Mac-formatted CD Rom