

How to Submit Information for the CLC Tabloids

A. Ready made ads submitted: (ie from outside source) submitted as received, not able to make changes

- PDF or TIFF or EPS format only
- Fonts and graphics embedded or converted to curves
- In hi-resolution photos (300 dpi)
- cmyk color
- Built and submitted in correct ad sizes.
- Items submitted in PDF format cannot be edited or changed, so be sure they are correct.
- Items not meeting the requirements will be returned for revision or will be rebuilt (see costs in B)

B. All other ads submitted:

- Ads submitted that have minor changes from previous ads are generally ok, no additional cost. Specify which Tabloid the ad was in and changes needed.
- **Ads built from scratch will be constructed by a professional graphic artist for a modest additional fee: full page \$50, .5 page \$35, .25 page \$25.**
- Copy must be supplied in a text format (word files are ok, not publisher).
- Pictures/art work must be high enough resolution for printing purposes eg. As a guide a 5'x7' photo file should be about 500 kb and 300 dpi resolution and in a **JPG** or **TIFF** format. Just because a picture looks ok on a computer screen does not mean it will be ok for print. **Be sure resolution is 300 dpi or the picture cannot be used.**
- **Copy, pictures, logos, other graphics must be submitted as separate items**
- Specify the ad size, provide a rough layout or indicate if designer has creative freedom with the material.
- Since matching exact fonts can be difficult please indicate if substitution of a similar font is acceptable or provide an imbedded font.

Sizing is very important!

Ad Size In Inches

Ad Size In Centimeters

In inches	Width	Height		In centimeters	Width	Height
Full page	7 in.	9.375 in.		Full page	17.8 cm.	23.8 cm.
.5 page H	7 in.	4.625 in.		.5 page H	17.8 cm.	11.8 cm.
.5 page V	3.375 in.	9.375 in.		.5 page V	8.6 cm.	23.8 cm.
.25 page	3.375 in.	4.625 in.		.25 page	8.6 cm.	11.8 cm.

Full color available on all pages at no additional cost.

Note:

- If you have any questions about the format you are using or If you are not sure if your material complies call 361-6241. Ads not submitted in acceptable form will be returned for revision or participants can take advantage of the services of a professional graphic artist for a nominal additional fee of: **full page \$50, .5 page \$35, .25 page \$25.**