

PDF GUIDELINES

All fonts must be embedded.

All images and artwork must be CMYK.

Do not use compression on images.

Make Acrobat 4.0 compatible.

Please do not insert pictures into Word documents if they can be sent separately.

Acceptable file formats under 4 MB:
TIFF or EPS.

Do not use LZW compression.

Microsoft Word files will have to be remade.

Quark files must also be Macintosh files.

Illustrator or Freehand PC files:
convert fonts to outlines.

Include all fonts. Include all images.
We cannot use PC fonts without modifying the ad.

Linescreen for black & white: 85

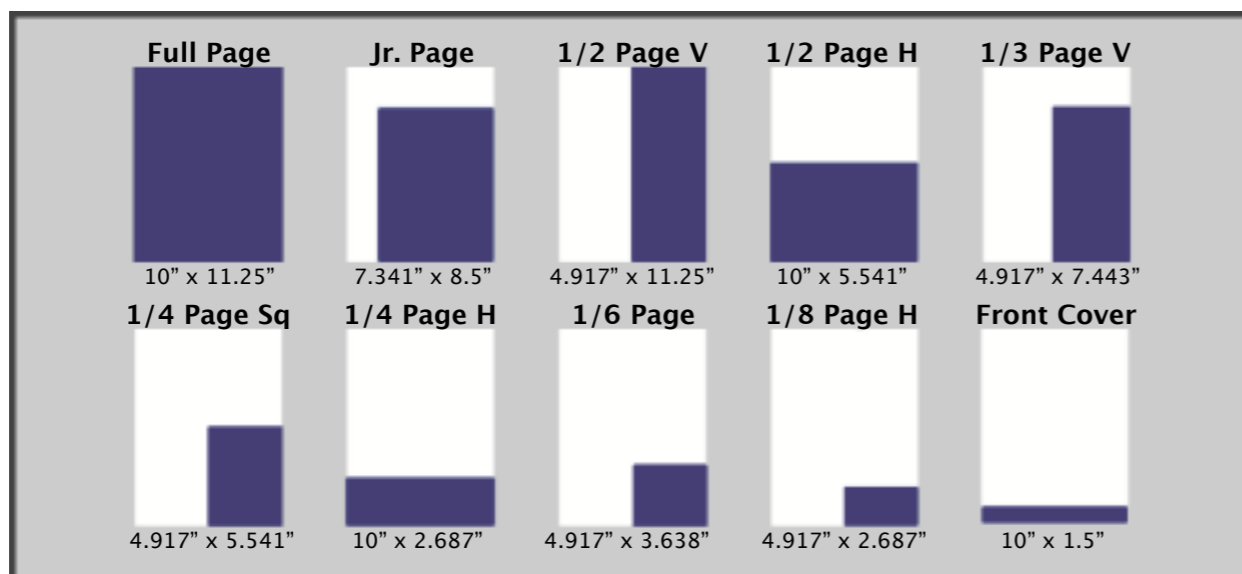
Linescreen for color: 100

DMAX is 240.

Web images are not acceptable
for newsprint.

Minimum picture resolution: 170 dpi

Minimum text resolution: 300 dpi



ACCEPTABLE FORMATS

Acrobat PDF
(CMYK with embedded fonts)

QuarkXpress 6.5

InDesign, Illustrator,
or Photoshop CS3

Note: We cannot accept Microsoft
Publisher documents

EMAILED ADS

Please make sure to email ads to your
sales representative in addition to
production@manhattanmedia.com.
Please include the advertiser's name and
run date in the subject line of the email.
In the body of the email please include
contact information, should there be a
problem with the ad materials.

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Production



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