

Harwich Guide

Guide Specifications for Digital Advertising Files

We want your ad to be the best quality possible. All electronic data should follow these requirements.

ACCEPTABLE MEDIA

CD, DVD

Files are accepted via email to linda@grouperdesign.com. For files larger than 5MB, please email linda@grouperdesign.com for ftp upload information.

PREFERRED FILE FORMAT

Adobe Acrobat PDF (high resolution - 300 dpi, include fonts, CMYK format)

ACCEPTED FILE FORMATS

QuarkXpress 7.0 or higher (include all fonts and images used)

Illustrator CS or higher (with type converted to outlines and file saved as EPS)

Photoshop CS or higher (saved as TIFF or EPS)

FONTS

Please include all screen and printer fonts used in your ad. Pseudo-type commands should not be used. Do not use the Bold **B** or Italic *I* in the control panel. Use the bold, italic, etc. version from the font family.

GRAPHICS

EPS or TIFF format required. (GIF files and JPEG files are too low resolution for print quality.)

- A. Line art should be at least 1200 dpi
- B. Photos should be 300 dpi or higher.
- C. All color graphics should be saved as CMYK.
- D. Artwork should be placed in the ad at actual size (100%).

CONVERSIONS

PC files are acceptable if they follow the above standards. Fonts used must be True Type only.

PROOFS

Hard copy proofs should be submitted with all digital ads.

If you have any questions regarding these specifications, please call Grouper Design at 508-385-0808.

Send ads and proofs to:

Linda Conti
Grouper Design
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linda@grouperdesign.com