

## Guidelines for Ad Submission *(2 pages)*

- **For new Ad submissions please send the following:** A copy of the ad saved ("converted," "exported" or "print to file") as a PDF file - saved for print optimized (high resolution) printing. **Embed all fonts, no sub-setting.** (In addition, be prepared to provide the original, native files used to create the ad, including all fonts. We accept QuarkXpress, Adobe InDesign, Adobe Illustrator and Adobe Photoshop files.)
- Color ads must be set for 4-color CMYK separations.
- If sending Photoshop files, flatten all layers and rasterize all type and vector data.
- If sending Illustrator files, convert all text to outlines and embed all images.
- All photos used to compose the ad should be 300dpi/ppi at their print size. Web graphics (72 or 96 dpi/ppi) are not acceptable.
- Partial page ads must be sent "ready to place" on the page (i.e. pdf, eps, tiff or one of the applications listed above).
- When naming files, please include the company/advertiser name at the beginning of the file name, for example: "your\_company\_nc.pdf" or "advertisername\_half.tif" or "advertiser.pdf"  
**The following are unacceptable file names:** "northeastcarwasher\_ad.pdf" or "summer\_ad.tif"
- Complete the **Electronic File Output Form** (next page) when you submit your file/s. **Fax the form with hard copy proof to: 518.280.4767.** (The *Northeast Carwasher* will not be held responsible for output errors without a proof.)
- Advertisers will not receive printer proofs of their ads. It is the responsibility of the advertiser (or agency) to make certain all ads are error-free and correct in size and resolution. Improperly sized ads will be resized before publication; reduced quality may result. Please refer to the Advertising Specifications found on the electronic file output form (to follow).

**Contact Suzanne L. Stansburry at 518.280.4767 for space reservation  
or other advertising inquiries.**

**Technical questions may be directed to Katherine Watson at: kwatson1@nycap.rr.com.**

(Ad design and production may be contracted separately with Media Magic, the graphic design firm for the *Northeast Carwasher*. Contact Katherine Watson at 518-583-2991. Allow two weeks, minimum, before the ad submission deadline.)

## ADVERTISING SPECIFICATIONS:

### Ad sizes: W" X H"

**FULL PAGE:**.....7.5 X 10 (no bleed option)

Full bleed = 8.5 X 11 (trim size = 8 X 10.5)

**LIVE AREA = 7.5 X 10 - critical content must fall within the live area.**

#### 1/2 page

**horizontal:** .....7-1/2 X 4-7/8 (no bleed)

.....8-1/2 X 5-1/2 (bleed)

#### 1/2 page

**vertical:** .....3-5/8 X 9-7/8 (no bleed)

.....4-1/8 X 11 (bleed left)

.....4-1/8 X 11 (bleed right)

#### 1/2 page

**island:** .....4-7/8 X 6-7/8 (no bleed)

.....5-3/8 X 7-1/2 (bleed left)

.....5-3/8 X 7-1/2 (bleed right)

**1/4 page:** .....3-5/8 X 4-7/8

**Business card:** .....3-5/8 X 2

*See the Ad Layout Guide on the following two pages for details.*

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Issue Date:** \_\_\_\_\_

Replace current ad until further notice.

**Ad Size:** \_\_\_\_\_

4-Color

Black and White

**Original file created in:** \_\_\_\_\_

**File/s to output:** \_\_\_\_\_

pdf\* -- **I have included a copy of the file, saved for high resolution printing (print optimized) in pdf format.**

**\*WHEN NAMING FILES, USE THE ADVERTISER NAME AT THE BEGINNING OF THE FILE NAME:**

For Example: "your\_company\_anything.pdf"

NOT: "northeastcarwasher\_ad.pdf" or "summer\_ad.pdf"

### Transfer file/s using:

<http://dropbox.yousendit.com/SuzanneStansbury8465114>

**FAX THIS FORM WITH HARD COPY, PRINTED PROOF TO: 518.280.4767 - required with all new ads.** The *Northeast Carwasher* cannot be responsible for the outcome of ads submitted without a printed proof.

Contact Suzanne L. Stansbury at 518.280.4767 for space reservation or other advertising inquiries.

Technical questions may be directed to Katherine Watson at: [kwatson1@nycap.rr.com](mailto:kwatson1@nycap.rr.com).

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# AD LAYOUT GUIDE (page 1)

NON-CRITICAL ARTWORK (background)

LIVE AREA

**Full page**

7-1/2 X 10  
no bleed option

8-1/2 X 11  
bleed option

All critical content must fall  
within the live area of 7-1/2 x 10.

LIVE AREA

NON-CRITICAL ARTWORK (background)

**1/2 page  
island  
no bleed**

4-7/8 X 6-7/8

**1/2 page  
island  
bleed left**

5-3/8 X 7-1/2

All critical content must be  
1/2 inch away from  
bottom and left edges.

NON-CRITICAL ARTWORK

**1/2 page  
island  
bleed right**

5-3/8 X 7-1/2

All critical content must be  
1/2 inch away from  
bottom and right edges.

NON-CRITICAL ARTWORK

# AD LAYOUT GUIDE (page 2)

**1/2 page  
horizontal  
no bleed**

7-1/2 X 4-7/8

**1/2 page  
horizontal  
with bleed on sides and bottom**

8-1/2 X 5-1/2

All critical content must be  
1/2 inch away from bottom and side edges.

NON-CRITICAL ARTWORK

**Business Card**

3-5/8 X 2

**1/2 page  
vertical  
no bleed**

3-5/8 X 9-7/8

**1/4 page**

3-5/8 X 4-7/8

**1/2 page  
vertical  
bleed left**

4-1/8 X 11

All critical content  
must be  
1/2 inch away from  
top, bottom and  
left side edges.

NON-CRITICAL  
ARTWORK

**1/2 page  
vertical  
bleed right**

4-1/8 X 11

All critical content  
must be  
1/2 inch away from  
top, bottom and  
right side edges.

NON-CRITICAL  
ARTWORK