



## Ads and Artwork Sent Electronically

At *The Clipper*, we pride ourselves in designing ads that work. Our team has years of experience designing and writing effective, eye-catching ads that make your phone ring. These professional ad design services are provided to our display advertisers, free of charge, to help them get maximum results for their advertising dollar. We advise you to take full advantage of our effective and proven design team.

Our paper is produced digitally. This method provides our advertisers and readers with the best possible image quality.

### CAMERA READY ADS (Hard Copy)

Since we no longer use the cut and paste method, hard copy must be scanned by us to use in our paper. Scanning results are not reliable. All artwork submitted must be printed out on a laser printer. Artwork printed out on an ink jet printer is not reproducible. *You will have better results with electronically sent ads.* See below.

### ELECTRONICALLY SENT ADS

 These ads may be emailed to: [ads@theclipper.com](mailto:ads@theclipper.com)

When emailing, **PLEASE NOTE YOUR COMPANY NAME IN THE SUBJECT LINE.** You can also send these ads to us on a CD Rom, ZIP or Floppy Disk. We work on Windows based PC's, if you are working on a Macintosh, you must send your files via email. We also have an FTP site where large files can be sent or retrieved. Please call for details. Below is a list of files we can accept.

**PDF** - Please save your ad first with the "SAVE AS" command to purge excess memory. All fonts must be embedded and ad must be saved as a composite. Use your "Press Quality" pre-set in your Acrobat settings. If you wish your ad to have color, we use process colors on all of our pages. If you have reserved ad placement for a full color ad, it needs to be CMYK and not RGB. Call if you have questions.

**JPEG, TIF & EPS Files** - *All files must be saved at a minimum resolution of 170 dpi.* Anything less is unusable. Anything more than 300 dpi is unnecessary. Save as CMYK and not RGB. Set your JPEG compression between 8 & 10. Do not over-compress files or check the setting "progressive." Please note, white space takes up just as much memory as space with copy on it. Closely size or crop the page your artwork is on to exact dimensions to avoid excessive memory.

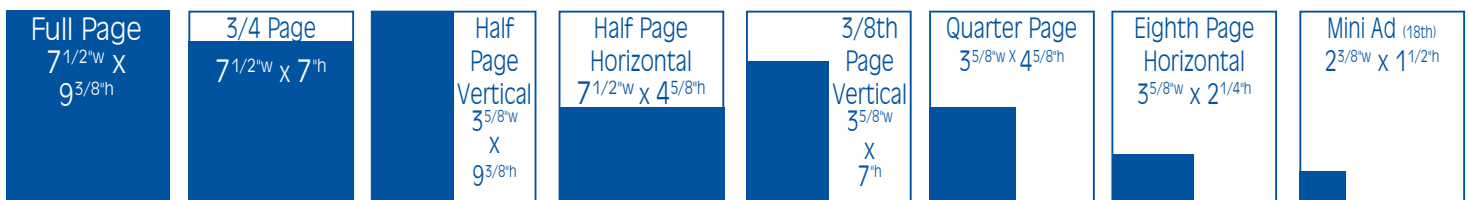
### SOFTWARE USED AT THE CLIPPER

- CorelDraw 10 & CorelPaint 10
- Adobe InDesign CS3
- Photoshop CS3
- Acrobat Reader & Distiller 8.1
- Adobe Illustrator CS3

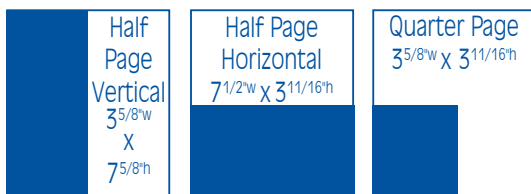
### ADS DONE IN THE FOLLOWING PROGRAMS CANNOT BE ACCEPTED

- Microsoft Word • Word Perfect
- Microsoft Publisher
- Power Point
- Print Master • Print Shop

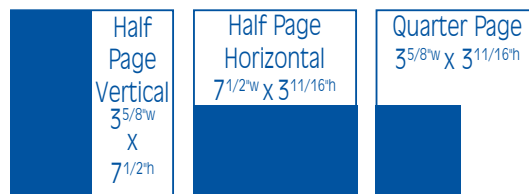
## AD IMAGE SIZES



### Front Cover Sizes



### Back Cover Sizes



### C-Cards

