

# Ad Specifications

## SPECIFICATIONS FOR SUBMITTING ADS



Our publications are printed Computer-To-Plate (CTP). We accept computer-generated ads prepared for print reproduction. If we cannot open a file to check its accuracy, a re-submission will be requested. The preferred file format for ad submission is: Adobe Acrobat PDF/X Compliant Files.

We will also accept Photoshop (CMYK, 300dpi tiff files with LZW compression on or JPEG with Maximum Quality) or Adobe InDesign files. We reserve the right to substitute similar typefaces to resolve conflicts or incompatibility issues. All image files must be created as 300dpi/ppi tiff at 100% size. Save all color images and tints in "CMYK" mode and all black and white images in "grayscale" mode. Do not use resolutions lower than 300dpi. Everything used to assemble an advertisement (i.e. fonts, image files, etc.) must be submitted with the final ad file. If color matching is required, a high-resolution color-proof or Matchprint, pre-approved by the advertiser, must be provided to be used by press personnel. We will do what we can to match this proof but we cannot guarantee an exact color match.

Computer-generated ads can be e-mailed to: [Marji@nwmags.com](mailto:Marji@nwmags.com) or sent via dropbox. The ad material can also be mailed to us. We accept CD or DVD discs.

Files created for display on Web pages are unacceptable for print reproduction and will not be accepted along with ads created in Microsoft Word or Publisher.

### Production Charges

Basic design and production charges are often included in the price of the ad. If more specialty design is required there might be a charge of \$45 per hour plus material costs for advertisements. Production charges and the placement of ads created/revised by our staff are not agency-commissionable. There is a basic charge of \$25 for submitting an ad created by us to another publication.

### Advertising deadlines

Published deadlines are for space reservation and advertisements requiring production. Electronically submitted ads are due on the 20th of the second month preceding publication. Cancellations are accepted only up to deadline date.

## Contact Us



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