

PRODUCTION GUIDELINES FOR NEWSPAPER ADS

PLEASE ASK CLIENTS TO COMPLY WITH THE FOLLOWING GUIDELINES WHEN SUBMITTING ADS FOR THE BEVERLY HILLS COURIER:

1. ADS NEED TO BE BUILT IN CMYK AND CMYK ONLY.

Ads with additional spot colors will need to be converted, resulting in finished product with colors that do not match what was sent to us.

2. ALL FONTS MUST EITHER BE EMBEDDED OR CONVERTED TO OUTLINES.

We don't have every possible font, so clients must provide their font to us. Otherwise, the ad will not look like client expects it to.

3. IF THE TEXT OF THE AD IS SUPPOSED TO BE BLACK IT NEEDS TO BE BUILT AS 100% BLACK ONLY.

If the text is made up of Cyan, Magenta, Yellow and Black (CMYK Rich Black), the text will not print crisp and clear. It needs to be black only. The more ink that gets washed over something, the blurrier it will be. Please make sure to use 100% black and set to overprint.

4. PLEASE SEND ADS AS HIGH-RESOLUTION PDFS.

Regular resolution files are as bad as low-res photos. They do not produce the clarity needed for our print format.

5. ADS MUST BE SENT TO US IN THE CORRECT SIZE.

Please send ads in the size they will run in the paper. If we stretch or shrink or squish the ad it will look different, pixilated and fuzzy. We do NOT use bleed.

6. INK DENSITY

Color ink density cannot exceed 240%.

ADDITIONAL REQUIREMENTS FOR BEST PRINT RESULTS:

- Font size should be a minimum of 10 point for the body text, and 7 point for disclaimer.
- Ad background should be white or limited to one color.
- If you want to use color text, do not use more than a two-color mix. For example, red is a mix of cyan and yellow.

AD SIZES AND PAPER TYPE:

- A full-page ad is 14 inches tall X 10 inches wide. There is no bleed.
- A half page ad is 10 inches wide X 7 inches tall. There is no bleed.
- A quarter page is 5 inches wide X 7 inches tall. There is no bleed.
- We Print on 32-pound 80 HiBrite paper, which will absorb a lot of ink on print.

ADDITIONAL INFORMATION:

- Print method: Offset
- Minimum photo resolution: 300dpi
- Color: CMYK with no spot colors
- Text color: 100% black (no cyan, magenta, yellow mix)
- If you must use Rich Black backgrounds the mix is: C:30% M:30% Y:30% K:100%
- Total ink limit: 240%