

# Print ad instructions and specifications

## Mayne Island Lions Club Phone Book

**Alea Design & Print** are producing all the layout and graphics work for the Lions phone book and the Yellow Pages ads. Ads that are not received print-ready will require some layout work that will be **billed separately by Alea**.

**Delivery:** Alea accepts electronic files on disc and by email. Email ads directly to [info@aleaprint.com](mailto:info@aleaprint.com).

**Ad size:** Please build the ad to the exact size (see the Ad Sizes & Costs sheet for dimensions), with no crop marks, color key, or excess white space surrounding the image area. The outside edge of all borders and graphics should be the edge of your bounding box. Resize your bounding box or artboard size to fit the ad dimensions.

Ads that are smaller than a full page need to have some form of border, either a solid black line or some other type of visual indication of the ad boundary, so your ad will not be confused with other ads on the page.

**Greyscale:** make sure all images and graphic content in the file are greyscale mode. If you send a file containing RGB, CMYK or spot colour elements, the conversion to greyscale that is done automatically may not print as expected. If you send the file in greyscale mode you can choose your grey values. Be judicious with grey values less than 15-20%, some of the content can drop out when printed. Also grey values over 90% can fill in.

**Colour:** For full page colour ads all images and graphic content should be in CMYK mode. RGB or spot colour elements may not print as expected.

**Font information in files:** There should be no embedded font information in files sent to us. All fonts need to be converted to graphics (outlines or curves) prior to sending.

If a pdf file arrives containing embedded fonts we can convert the fonts to graphics. Our minimum graphics charge of \$20.00 will apply in this case.

### Application-specific requirements

*These are the file types we accept, in order of preference:*

**Acrobat (pdf) preferred:** These files should be in their final version. Convert all text to outlines prior to saving as a pdf. If the pdf arrives with embedded fonts, we will convert the fonts at our minimum graphics charge of \$20.00. If you are creating your ad in Word, Apple Pages, Publisher, or some other program not intended for producing professional graphic design, you will not be able to eliminate the fonts prior to saving as a pdf and our minimum graphics charge of \$20.00 will apply to

convert your pdf. See below for more info on using Word and other programs.

**Adobe Illustrator:** Please be sure to outline all the fonts and embed all linked images in these files. All embedded images and vector content should be at 300 ppi (pixels per inch) and greyscale or CMYK for colour full page ads. Remove all hidden content and images. Please save .ai file as a pdf.

**Adobe InDesign:** Outline all fonts and embed all images or preferably export the file to pdf with all fonts outlined. All embedded images and objects should be at 300 ppi (pixels per inch) and greyscale or CMYK for colour full page ads. Remove all hidden content/images. Please save .indd file as a pdf.

**Corel Draw:** Convert all fonts in the file to "curves". Embed all images and objects as greyscale, or CMYK for full page colour ads, at 300 ppi (pixels per inch) in the .cdr file. Please save .cdr file as a pdf. Remove all hidden content/images. All vector content should be greyscale.

**Adobe Photoshop:** Please send flattened artwork, greyscale or CMYK in tiff format at 300 ppi (pixels per inch) . Print quality of hard edged graphics and smaller text in the file will suffer slightly due to the dot screen used in printing attempting to interpret pixels at the edges.

**The following programs are not primarily designed for creating professional graphics and cannot create print-ready files for our purposes:** Microsoft Word, Word Perfect, Apple Pages, Microsoft Publisher, Microsoft Powerpoint, Microsoft Excel. These programs have limited tools for embedding images, creating proper greyscale or CMYK content and cannot outline font information. In some cases we can accept a pdf created from these programs. If Alea has to convert the fonts our minimum graphics charge of \$20.00 will apply. Alea can not guarantee that colour can be properly converted to greyscale from files created in these programs and since the tools for making content fit exact sizes are not good, Alea may have to re-size what you send to fit the ad size.

**IF ALL OF THIS JARGON SEEMS CONFUSING TO YOU have Alea Design & Print create your ad.** We can produce a **professional-quality, attractive & attention-getting ad** for you and in most cases the cost will be only \$45.00 or \$60.00 for layout time (at \$60.00/ hour, depending on complexity of content and number of revisions).

