

Digital Materials Requirements

PDF Format

Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.) TIFF files are acceptable (save with Macintosh encoding and LZW compression).

Color Mode

Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.

General

Ad Size

Ads must be set up to exact size as noted.

Trim Size

8 1/2" x 11"

Live area is 7.75" x 10.25"

Bleeds

Type or illustrative material not intended to bleed must be kept 3/8" from top, bottom, and each side. Full page bleed ads should extend beyond trim marks by 1/8" on each side.

Printing Process

Sheet-fed

Media Accepted

CD-ROM disks. A color proof should accompany your disk. Ads 6 MB and under may be emailed. If the file is larger than 6 MB, please contact the NATE office for FTP information at towertimes@natehome.com or 605-886-5450.

Contact Info

Please include name, phone number and address of the creator of the ad in case they need to be contacted regarding the digital ad materials.

Changes / Corrections

Tower Times will not make changes or corrections to files once they have been received. A new ad must be submitted to the NATE office by the closing date if changes must be made.

Submitting Digital Files

Submitting digital files requires a working knowledge of the technical process involved in preparing digital ad materials. We suggest using an ad layout program, which is designed to prepare files that are intended for press. Other programs, such as PowerPoint or Word, are not ad layout programs and can be impossible to use for downloading files for output. It may be helpful to contact a local printer or ad agency and ask for assistance in preparing your ad files.



PDF Tips

We recommend using Adobe Acrobat Distiller to create PDFs.

The page size in your layout application should be the trim size if it's a full page ad, or the ad dimensions if it's a fractional ad. We cannot adjust the size after the PDF is created.

If the file is supposed to bleed, make sure the bleed is at least 1/8" (0.125") off the page all the way around.

Critical elements such as text or logos should be kept within the "live" area, 3/8" (0.375") away from trim to avoid clipping if magazine trim is off slightly.

Ensure all photos, images and graphics are CMYK (Cyan, Magenta, Yellow, Black) color mode and not RGB color mode.

Photos and graphics need to be 300 dpi (dots per inch). Anything less will produce poor, fuzzy quality printing. Keep this in mind: sizing *down* an image improves print quality but sizing *up* an image reduces print quality.

All art should be in either EPS or TIF. Do not use GIFs or JPGs that you've downloaded from a website. The resolution is not high enough quality -- usually only 72 dpi.

Do not use WMF (Windows MetaFile) art.

Please direct inquiries and send all ad materials to:

Tower Times/NATE
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Watertown, SD 57201-3624
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Fax: 605-886-5184
Email: towertimes@natehome.com

