



The Monadnock SHOPPER NEWS

Designing Your Own Ad

- **Set your Document Size to the ad size.** (i.e., a 3x4 ad's document size = 4.34" x 4")
- Borders should be set to the **INSIDE** so they don't get cut off when saving.
- Convert **Spot** colors to **CMYK**. B&W ads should include **ONLY** Grayscale or Bitmap (BW) graphics/photos, **not** RGB or CMYK.
- **DO NOT** include Crop or Registration Marks!
- **SAVE** or **EXPORT** your ad as a **PDF** file as **this yields the best quality print. DO NOT Print to PDF file!** This will put your ad on a letter-size document. *Your PDF size should equal your ad size.*

COLUMN SIZES	
1 col. = 1.38"	5 col. = 7.30"
2 col. = 2.86"	6 col. = 8.78"
3 col. = 4.34"	7 col. = 10.25" (full page)
4 col. = 5.82"	14 col. = 21.50" (double truck)
Vertical inches in .5" increments. Full page height = 15.75"	

About Hyperlinks

Our Online Edition of the MSN (www.ShopperNews.com) allows for hyperlinking to your website and/or email address, by clicking on a site or address name. Certain rules apply in order for this to work:

- The website name **must** have "www." in front; email **must** contain the "@" symbol. Both must be text, not a graphic. You can make the "www." at 15% width and the same color as the background (it'll "disappear").
- **SAVE** or **EXPORT** the ad as a PDF file. Your links can be tested by viewing in Adobe Reader or Pro.

File Types (in order of preference)

- **PDF File** The best for complete ads only - Embed all fonts. *Email Mike (address below) for PDF presets file for saving your files properly.*
- **EPS File** Good for graphics & complete ads - Turn fonts to outlines first.
- **JPG File** Good for graphics & complete ads - 240-300 dpi; Grayscale for B&W ads, RGB or CMYK for color.
- **Native File** InDesign, Illustrator, Pagemaker - include placed graphics, convert type to outlines. Please **DO NOT** send us native PC formats such as Microsoft Publisher, Word, Power Point, Excel, Corel, etc. **SAVE** or **EXPORT** these files to a PDF or EPS file format.

Supplying Text & Graphics

- Paste text into an email (preferred) or **Attach** a **text** file (Save document as Plain Text - .txt).
- **Attach** photos & graphics (EPS, JPG, TIF) to email - *do not* embed them in a word processing file such as Pages, Publisher or Word.

Electronic Media Submission Via Email

- Complete ads, ready to print: ads@shoppernews.com
- Info changes & initial sales person contact: sales@shoppernews.com
- News & press releases: shopper@shoppernews.com
- Your Sales Rep: (**your-sales-rep's-first-name**)@shoppernews.com (i.e., diane@shoppernews.com)

Manual Media Submission

- If you are bringing files to our office, please use one of these formats:
CD/DVD • USB Flash Drive • Multi Media Card (digital camera) • Portable HD
- **Do not bring us a printout of your digital photos** - the file that you printed from is the graphic that will yield the best results. *Please give us the electronic file, not a printout!*

Any questions, please contact Mike Guyette: email: mike@shoppernews.com or (603) 352-5250.