



The Monadnock SHOPPER NEWS

Designing Your Own Ad

- **Set your Document Size to the ad size.** (i.e., a 3x4 ad's Doc Size = 4.34" x 4")
- Borders should be set to the **INSIDE** so they don't get cut off when saving.
- **COLOR ADS:** Convert **Spot & PANTONE** colors to **CMYK**.
- **BLACK & WHITE ADS:** Should include **ONLY Grayscale** and/or **Bitmap** graphics/photos, **not RGB or CMYK**.
Text should be **White** and/or (shades of) **Black ONLY**, **not Rich Black (CMYK)**.
- **SAVE** or **EXPORT** your ad as a **PDF** file as *this yields the best quality print*.
DO NOT Print to PDF file! This will make your ad a letter-size document.
- **DO NOT** include Crop or Registration Marks! They serve no purpose here.

☛ **YOUR PDF SIZE SHOULD BE EQUAL TO YOUR AD SIZE!**

COLUMN SIZES

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

File Types (in order of preference)

- **PDF File** The best for complete ads only - Embed all fonts.
Email mike@shoppernews.com for a 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** **Please DO NOT send us native formats** such as Microsoft Publisher, Word, Power Point, Excel, InDesign, Illustrator, 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.
- **Do not bring us a printout of your digital photos** - the files that you printed them from are the graphics that will yield the best results. *Please give us the electronic file, not a printout!*

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 your PDF in Adobe Reader.

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, if known: **(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

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