

# HOW TO PREPARE A “PRINT-READY” AD FOR PUBLICATION IN ACTION UNLIMITED

**A NOTE TO OUR CUSTOMERS:** *First, we suggest that you allow us to create your ad.* We have a professional staff of full-time graphic artists who are eager to help you create an advertising campaign that will work for you. Our national award-winning designers can help you with fresh new ideas or follow your specific directions. **THERE IS NO ADDITIONAL CHARGE FOR THIS SERVICE.**

Directions for preparing your print-ready ad should be followed exactly to ensure that your ad will appear in our paper as you and/or your designer intended. If any of the terms or directions are confusing, please call us. **WE WILL NOT BE RESPONSIBLE FOR ERRORS IN PRINT-READY ADS.**

## **WE WORK ON MAC OS X PLATFORM. WE USE THE FOLLOWING PROGRAMS:**

QuarkXPress 6.5, Photoshop CS2, Illustrator CS2, & Adobe Acrobat 7, Microsoft Word (copy only)

**If you are using a later version of any of these software programs, please save your file down to meet our version requirements**

The dimensions of our paper are listed at the bottom of this sheet. All print-ready ads **SHOULD** be the correct run size.

## **WE ACCEPT THE FOLLOWING TYPES OF FILES ONLY:**

**Adobe PDF (.pdf - Portable Document File)** We currently have Acrobat 7. If you send us a .pdf it must be saved with embedded fonts. Please stay away from True Type fonts and please **disable any security settings.**

**Quark XPress (.qxd)** We currently have Quark XPress 6.5. If you send us a Quark file, it should include all of the fonts, pictures, and logos. Please **DO NOT** use the Quark XPress styles pallet. Please send this as a stuffed file.

**Illustrator File (.ai or .eps)** We currently have Illustrator CS. If you send us an Illustrator file, it must be saved with embedded fonts or all type converted to outlines.

**Microsoft Word** We have Word for Macintosh. Please just use word for copy and not images.

**WE DO NOT ACCEPT POWERPOINT DOCUMENTS AS PRINT-READY ADS - ADS SENT IN THIS FORMAT MUST BE RESET BY OUR GRAPHICS DEPARTMENT**

## **PREPARING ART AND IMAGES FOR YOUR ADVERTISING:**

**JPEG (.jpg)** We ask that the dot per inch be at least 170. Anything less than this will be poor quality.

**TIFF (.tif)** We ask that the dot per inch be at least 170. Anything less than this will be poor quality.

### **IMAGES FROM WEBSITES ARE ONLY 72 DPI AND WILL PRINT POORLY**

**BLACK & WHITE ADS** - All images and/or art files **SHOULD** be saved as grayscale or bitmap (line art) color mode.

**FULL COLOR ADS** - All images and/or art files **SHOULD** be saved as grayscale, bitmap or CMYK color mode.

**SPOT COLOR ADS (Black Plus One)** - All images and/or art files **SHOULD** be saved as grayscale, bitmap or monotone (via duotone) color mode. Illustrator .eps files please use grayscale and a single selection from Pantone color library **ONLY**. PLEASE NOTE - When using Pantone color, you **SHOULD** name the selected color consistently throughout the files you use to build your ad. For example: You build an ad in Quark XPress using the color “Pantone 200 CV”. If you wish to use a Monotone .jpg or .tif image in your ad you **MUST** name the selected color “Pantone 200 CV” when preparing it in Photoshop.

**Questions? Please call 978-371-2442 or 508-481-4322,  
Monday through Thursday 8am-5pm.**

### **If you email your ad:**

**Please supply us with a contact name and phone number in case we have any questions or problems with the files sent. Please specify your sales representative in the Subject line of the email.**

**Email Address: [ads@actionunlimited.com](mailto:ads@actionunlimited.com)**

### **Ad Sizes:**

#### **Column Widths:**

1 Column .....1.75”  
2 Column .....3.625”  
3 Column .....5.5”  
4 Column .....7.362”

#### **Some Standard Sizes:**

2x2 .....	3.625” wide x 2” long	• Full Page	7.375” wide x 10” long
2x3 .....	3.625” wide x 3” long	• Back Cover	7.375” wide x 10” long
1/4 Page .....	3.625” wide x 5” long	• Front Cover	7.375” wide x 8” long
1/2 Page	7.375” wide x 5” long (4 col. x 5”)	• Center Truck	15.5” wide x 10” long
or	3.625” wide x 10” long (2 col. x 10”)		