

HEIGHTS OBSERVER

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Advertising Specifications

To ensure best quality reproduction, please be sure that your ad has been formatted according to the following specifications:

Preparing Black and White Files

- Make sure all graphics are linked and at 300 DPI
- Create a high resolution PDF file, 2400 dpi
- Be sure to save the file as single color black. This is done by specifying "no color conversion" and "do not include profiles" when creating the PDF file
- Be mindful of font weight and size. Small font sizes, fine serifs and text that reverses out of photos may be difficult to read

Preparing Color Files

- Make sure all graphics are linked and at 300 DPI
- Make sure that linked graphics are high-resolution and CMYK
- Create a high resolution PDF file, 2400 dpi
- Specify "no color conversion" and "do not include profiles"
- Be mindful of font weight and size. Small font sizes, fine serifs and text that reverses out of photos may be difficult to read

Ads not formatted according to these specifications may result in poor reproduction quality. The *Heights Observer* is not responsible for ads that are not formatted to these specifications. The design and production team cannot alter PDF files; they are placed "as is."

Microsoft by default is only an RGB program, it was designed to share files on the internet or to print out to an ink jet printer or laser printer. It was not designed for high resolution. The newer version of Microsoft Publisher is a little better but not by much.

There is a Free download of a printer for creating a PDF file for various destinations, and ours would be for pre-press, the download is Primo PDF. It installs a printer on your system. You must deliberately choose it. When you do a Ctrl Print you would select Primo and then select the destination folder and Radio Button for Pre-press. This will not get rid of the RGB but may get you a little higher resolution for output. <http://www.primopdf.com/>