



## Graphic/Production Ad Requirements

### Preferred Files/Programs

**File Formats:** PDF, TIFF, PSD and EPS. JPEGs are acceptable if 200 dpi with minimal compression.

**Acceptable Native Files from the following Software:** Quark, InDesign, Illustrator, Photoshop, Microsoft Word\*

*\*IMPORTANT: Microsoft Word is a challenge to work with and native files may display differently from your PC to our Mac, so we are requiring either a mailed printed proof to verify its appearance or an emailed scan of a hard copy.*

*Fonts may need to be substituted. Advertiser sign-off is required before publishing.*

*Programs are listed for delivered files that are native to the program and not an exported version. For instance, one may work in Microsoft Publisher but export as a PDF and not deliver the original/native Publisher file to us (this method is preferred).*

*If the native file is delivered please be sure to include all fonts and all linked images.*

***Please do not send Publisher, Powerpoint, Printshop, Pagemaker or Excel files.***

### Required Resolution

Minimum of 170 dpi for magazine's black & white interior. Cover (both inside and outside): Minimum of 300dpi.

### How to Send Files:

Files may be emailed to Dory Dzinski: [thedoropener@comcast.net](mailto:thedoropener@comcast.net) or

Leanne Peters: [peters\\_design@yahoo.com](mailto:peters_design@yahoo.com). CD's can be mailed to Leanne Peters, 24 Ruby Rd., Willington, CT 06279

*Feel free to call our Art Director, Leanne, with any questions regarding file setup and delivery! (860)429-7375.*