MANOTICK Messenger

your source for community news

Specifications for Camera Ready Advertisements

Digital ad specifications:

The Manotick Messenger provides a full range of print advertising design and build services. However, if you choose to supply your own print-ready advertisement, please follow these general guidelines when preparing the digital file:

- We accept production-ready PDF files. Please use PDF/X-4:2008 Adobe PDF preset, an ISO standard for graphic content exchange, or press-ready PDF preset. Do not send your ad in tiff or jpeg format.
- Set the resolution of continuous tone photographs to 220 dpi. Bitmap graphics or logos should be at 600 dpi.
- Specify all colors as CMYK values in process colour ads. Black text should be 100% black. Do not use process black, it will reproduce in 4 colours and may be come blurry, especially in small text sizes. Black and white ads should be set to grayscale. Sending in a process colour ad to reproduce in grayscale may result in a final printed product that varies from what you expect.
- Please size your ad to the correct dimensions (listed at right). We cannot guarantee your ad will look exactly as sent if the size differs from our advertising specifications.

Deadlines for digital files:

Please contact your sales representative for information about ad deadline.

Generally, production-ready PDF files are considered camera-ready with no changes or adjustments. If you require changes, the PDF must be sent by our regular ad deadline.

Advertising sizes

WIDTH	INCHES	PICAS
1 column	1.625	9p8
2 column	3.375	20p3
3 column	5.125	30p9
4 column	6.875	41p2
5 column	8.625	51p6
6 column	10.375	62p3

LUG 1	2 columns x 25 agates	
	3.375 inches x 1.785 inches	
LUG 2	2 columns x 30 agates	
	3.375 inches x 2.143 inches	
BUSINESS CARD SIZE	2 columns x 30 agates	
	3.375 inches x 2.143 inches	
HORIZONTAL BANNER	6 columns x 30 agates	
	10.375 inches x 2.143 inches	
1/8 PAGE VERTICAL	2 columns x 84 agates	
	3.375 inches x 6 inches	
1/8 PAGE HORIZONTAL	3 columns x 56 agates	
	5.125 inches x 4 inches	
1/4 PAGE VERTICAL	3 columns x 110 agates	
	5.125 inches x 7.857 inches	
1/4 PAGE HORIZONTAL	4 columns x 82.5 agates	
	6.875 inches x 5.892 inches	
1/2 PAGE VERTICAL	3 columns x 220 agates	
	5.125 inches x 10.375 inches	
1/2 PAGE HORIZONTAL	6 columns x 110 agates	
	10.375 inches x 7.857 inches	
1/2 PAGE SQUARE	4 columns x 165 agates	
	6.875 inches x 11.785 inches	
FULL PAGE	6 columns x 220 agates	
	10.375 inches x 15.714 inches	