



Submitting Camera Ready Art

SENDING ADS ON DISK OR BY EMAIL

- CD-Rom, Zip disk (100MB).
- Files may be sent by email to advertising@signaltribune.com or design@signaltribune.com. Contact your account representative for further details.
- If you have multiple files, please "Zip" or "Stuff" them prior to sending by email.
- For proofing purposes, always include a hard copy of the ad; faxed copies are acceptable.

ACCEPTABLE FILE FORMATS

- Ads may be submitted in the following formats:
PDF (preferred), QuarkXPress 5; TIFF or JPG (minimum resolution 300 dpi)
- Be sure to include all necessary graphic elements – pictures, fonts (mac format), etc.
- When sending PDF files please make sure that the file is grayscale. Documents that contain color (RGB or CMYK) will be converted and result in less than satisfactory print quality.
- Images should have a minimum resolution of 300 dpi, ads that include text may require a resolution of up to 600 dpi in order to print clearly.
- For ads that contain spot color, a CMYK PDF is acceptable. However, please do not use process black. Use only 100% black and use magenta for the spot color.
- We CAN NOT accept MS Word files for printing. However, please feel free to send them for reference.
- We CAN NOT accept MS Publisher files for printing or proofing purposes.

If you are outsourcing your design work to a graphics house, agency, or freelance artist, please make sure that they have a copy of these specifications before they begin working on your design.

CONTACT INFORMATION:

2669 Myrtle Ave. #111, Signal Hill, CA 90755

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