



DIGITAL REQUIREMENTS*

Send to us:

- It is preferred that ads sent by agencies be emailed to: production@valleydel.com. Please stuff or zip files over 6 MB to compact them.

File Formats Accepted:

QuarkXpress 6 or 6.5 -

- No type bold faced or italicized in application style menu. • No RGB, Pantone or spot color used.
- No TrueType fonts. • Supply file collected with PostScript Type 1 fonts and images.

Adobe Illustrator CS2 -

- Create outlines for type. • No RGB, Pantone or spot color images.

Adobe Photoshop CS2 or CS3 -

- Images 300 dpi for CMYK or grayscale. • No RGB, Pantone or spot color.
- Images 600-1200 for bitmap. • Save image as tif. Use eps for clipping. No jpeg, gif, pict, png, etc.

Adobe Acrobat PDF 7.0 or 8.0 -

- High resolution press ready. • Compatible with Acrobat 5.0. • Images at 300 dpi, no RGB, Pantone or spot colors.
- Embed all fonts. Use PostScript Type 1. Do not make bold or italic in native file's style menu.
- Please convert an Adobe InDesign file to a pdf.

We do not accept:

- Images that are low resolution taken from web sites.
- Files in PageMaker, Adobe InDesign, Microsoft Excel, Lotus Power Point, Publisher or Quark 7 or 8.
- Low resolution digital camera images. (Make sure to set camera on the largest setting (1600x1200 pixels) so it takes the biggest picture. Turn off date/time stamp.

* Files that have to be extensively corrected or reformatted to fit our size will be subject to production charges.

MECHANICAL REQUIREMENTS

<u>Space</u>	<u>Picas W x H</u>	<u>Inches W x H</u>
Trim Size	33 x 51	5.5 x 8.5
Full page bleed	35 x 53	5.75 x 8.75
Full page	27 x 45	4.5 x 7.5
Horizontal two-thirds page	27 x 29p6	4.5 x 4.875
Horizontal one-third page	27 x 14p3	4.5 x 2.375
Vertical half page	13 x 45	2.125 x 7.5
Horizontal half page	27 x 22	4.5 x 3.625
Vertical quarter page	13 x 22	2.167 x 3.625
Horizontal quarter page	27 x 10p6	4.5 x 1.75
Vertical eighth page	13 x 10p6	2.167 x 1.75