

## ACCEPTABLE FILE FORMATS

1. "High Quality" or "Press Quality" PDFs are preferred. Any fonts must be embedded.
2. We work in the Adobe CS5.5 on Mac OSX. We can accept camera ready files in Adobe InDesign, Illustrator or Photoshop. When sending native files, all images and fonts must be collected and sent with the file. We prefer that Photoshop files be sent as PDFs (please follow instructions for Photoshop below under fonts).

**Be sure to follow the guidelines below for all images and fonts.**

## IMAGES

(Note: See "To ensure print quality" for important printing considerations)

**File type:** TIFF or highest-quality JPEG

**Resolution: images/photos:**  
200 dpi

**Rasterized line art (including logos):**  
1200 dpi (at least 600 dpi)  
(Note: most Web images are only 72 dpi)

**Color mode: Color ads:**  
CMYK (no RGB or spot)

**Black and white ads:**  
All elements need to be grayscale

## FONT S

**PDFs:** Make sure all fonts are embedded.

**Native files:** Include all printer and screen fonts with the files.

**Photoshop:** It is important to avoid rasterizing type. The best way to do this is to maintain type layers (do not flatten). Save your file as a "High Quality" or "Press Quality" PDF. Most importantly, choose "Preserve Photoshop editing capabilities" and embed all fonts. (Note, you can minimize file size by flattening any non-type layers that may be in the file).

## TO ENSURE PRINT QUALITY \*

The quality of reproduction is contingent upon the quality of materials furnished. It is important to Mainebiz that your advertisement looks its best. To ensure quality reproduction we offer the following guidelines. If you have any questions please call Matt Selva, associate art director, at 207-761-8379 x330.

- Blacks and grays need to be made with only black ink, not a CMYK mix.
- Colored type or white type on top of color backgrounds or color images should be at least 9 points. Type below 9 points may not hold registration.
- At least 20% variation of color is recommended when representing contrasting tones.
- The total ink density of colors should not exceed 240%. Photos with areas above 240% ink density may lose fine detail in those areas.

\* **Mainebiz cannot hold its printer responsible for quality issues on ads that do not meet these minimum standards.**

## HYPERLINKS IN THE DIGITAL EDITION

Any web address or URL within an ad will be automatically converted to a hyperlink in the digital edition of Mainebiz. The entire ad will not be linked—just the text of the web address or URL. The web address or URL will need to be in un-outlined text in order to be converted. A web address or URL flattened into an image or in text that has been changed to outlines will not be converted. If you have any questions please call Matt Selva, associate art director, at 207-761-8379 x330.

## FILES SUBMISSION

Ads 10mb or smaller can be sent to [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz). Ads or materials larger than 10mb can be uploaded to our FTP using a dedicated FTP client such as FileZilla ([filezilla-project.org](http://filezilla-project.org)) with the following information:

**host:** 0350672.netsolhost.com

**username:** mainebiz\_ads

**password:** ma!n3b!z

Please e-mail [adprod@mainebiz.biz](mailto:adprod@mainebiz.biz) when your files have finished uploading

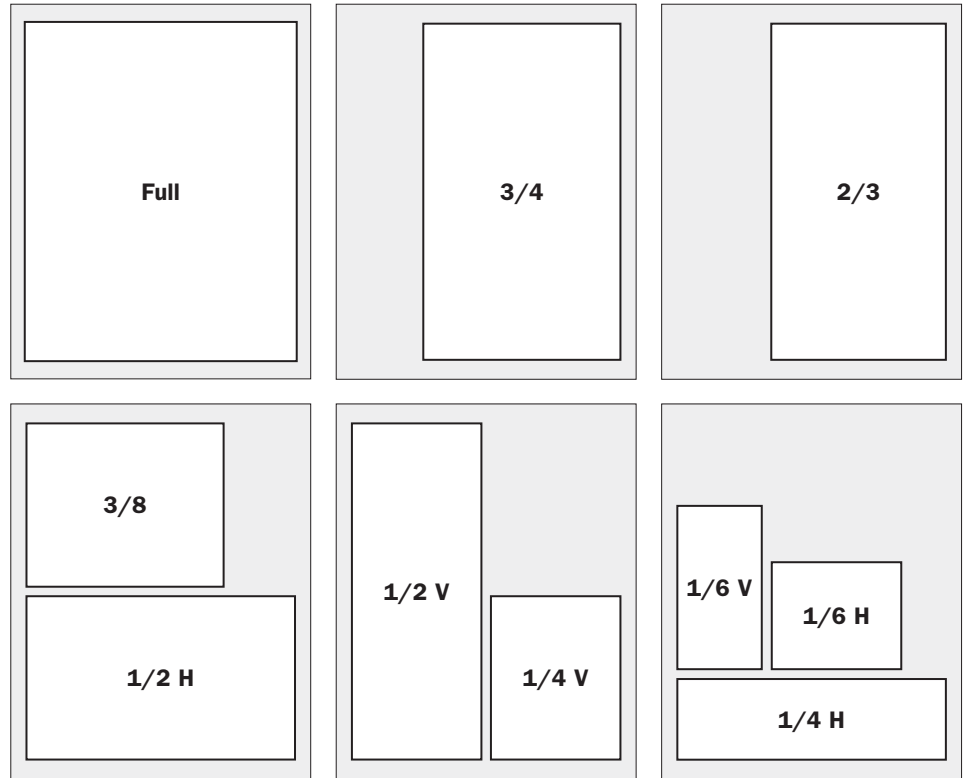
**IMPORTANT:** Identify your ad in the subject of your e-mail. (Subject: issue date/company name/Mainebiz accounts manager). Also cc your accounts manager.

**Maine's business news source.**

## STANDARD AD SIZES:

Ads must be built to the correct size.

<b>Full page</b>	9" x 11.25"
<b>3/4 page</b>	6.625" x 11.25"
<b>1/2 page horizontal</b>	9" x 5.5"
<b>1/2 page vertical</b>	4.375" x 11.25"
<b>3/8 page</b>	6.625" x 5.5"
<b>1/4 page horizontal</b>	9" x 2.75"
<b>1/4 page vertical</b>	4.375" x 5.5"
<b>2/3 page</b>	5.875" x 11.25"
<b>1/3 page</b>	2.875" x 11.25"
<b>1/6 page horizontal</b>	4.375" x 3.625"
<b>1/6 page vertical</b>	2.875" x 5.5"



## BLEEDING AD SIZES:

Ads must be built to the correct size.  
Keep any important text within the live area to avoid content loss during trim.

### Full page

**Live area** = 9.25" x 11.75"  
**Trim** = 10" x 12.5"  
**Bleed** = 10.5" x 13"

### 2/3 page

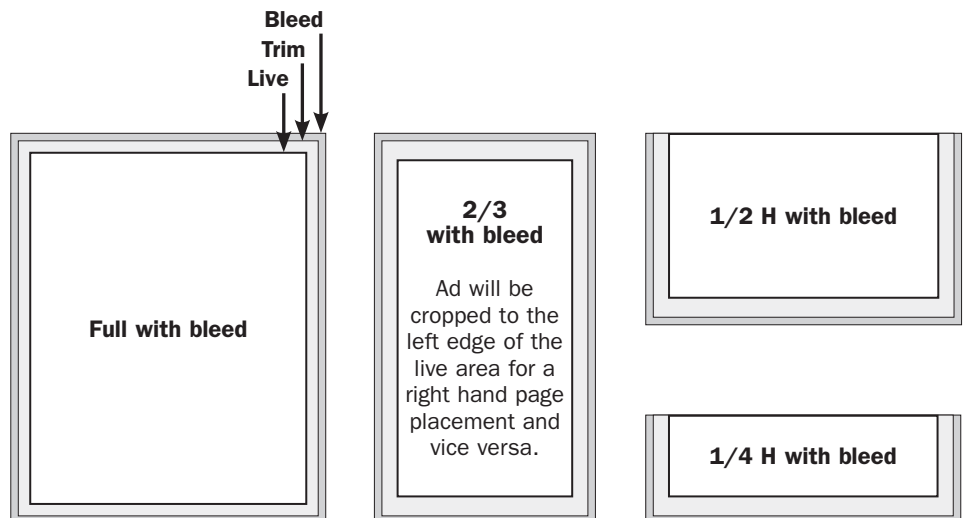
**Live area** = 5.875" x 11.25"  
**Trim** = 6.875" x 12.5"  
**Bleed** = 7.375" x 13"

### 1/2 page horizontal

**Live area** = 9" x 5.5"  
**Trim** = 10" x 6.125"  
**Bleed** = 10.5" x 6.375"

### 1/4 page horizontal

**Live area** = 9" x 2.75"  
**Trim** = 10" x 3.375"  
**Bleed** = 10.5" x 3.625"



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