

All ads arriving camera-ready should be delivered no later 5 pm, Thursday before the next issue date. (see "Ad Calendar and Due Dates 2016")

Material for ad builds (text, event listings, images and logos) **should be delivered no later than 5 pm, Wednesday before the next issue date.**

Anything submitted after this deadline is subject to space availability and may not receive a proof.

(unless a previous arrangement has been arranged has been made with your sales representative)

Delivery

- The *Rogue Valley Messenger* accepts the electronic files by email.
- Email ads to: advertise@roguevalleymessenger.com
- PLEASE ensure that the name of the advertiser & the issue date are included in the subject line of your email.
- Ads produced outside the *Rogue Valley Messenger* should be sent to us as complete digital files. Please build the ad to the exact sizes, (see Ad Dimensions) with no crop marks, color key, or excess white surrounding the image area. Ads are force-fit to their bounding box on the page, therefore, any ads that do not conform to our sizes will suffer some distortion.

APPLICATION SPECIFIC REQUIREMENTS *(We accept the following file types in order of preference) :*

Acrobat Files (PDF):

- These files must be in their final version, since we can not make any changes to them.
- Your Adobe PDF preset should be PDF/X-1a
- Embed all fonts or convert the text to outlines. If the PDF arrives with missing font(s), we will rasterize the ad, (convert to a photo) which may impact the print quality of the typography/logos.
- Color ads must be built as a 4-color (CMYK) format. Please ensure that all blacks are at 100% black and not a CMYK mixture of black.
- Black and white ads must be built as greyscale. (not process/CMYK)

Adobe Illustrator CS (all versions): OUTLINE all fonts and include all linked IMAGES.

Adobe Indesign CS (all versions): PACKAGE file with all FONTS and IMAGES or export the file to EPS with all fonts OUTLINES.

Photoshop CS (all versions): Please send flattened artwork in TIFF format at 300 dpi.

We cannot accept Publisher, Quark, PageMaker, or MS Word files.

Image quality, resolution, and color specifications

- All artwork, logos and photos should be at least 300 dpit.
- Please make sure colors are designated CMYK. (no RBG or PMS spot color designation)
- Fine lines and small type may be in color, but should use as few inks as possible. For complex color type, we recommend using heavier type that can more easily survive small vibrations in registration.
- Do not reverse text below 10 points on dark color backgrounds. They may become washed out or filled in when printing. The same applies for reversed type, (white type on a black or color background) blacks should be created as 100% K.
- Never create a black using all four colors (No 'Rich Black'). This also applies to type, lines, boxes, or objects.

**THE ROGUE VALLEY MESSENGER CANNOT GUARANTEE
EXACT COLOR MATCHING OR PERFECT REGISTRATION.**