

# Submitting Materials

## Accepted Media:

### Ad files can be uploaded via our website.

Go to [mnpubs.com/submit](http://mnpubs.com/submit) and fill in the online form.

### Ads can be also e-mailed to your sales representative.

Please refer to the **Contact Us > Contact Information** area of our website at [mnpubs.com](http://mnpubs.com) for a full list of sales representative names and e-mail addresses; or submit to [ads@mnpubs.com](mailto:ads@mnpubs.com).

In the subject line of the e-mail, please put your company's name and the issue date of the publication the ad is scheduled to run in, if known.

**Maximum size of e-mail attachments is 7MB.** Larger files can be submitted online or delivered in a digital format.

When submitting a CD, include a contact name and phone number as well as company name, name of the publication, intended publication date and the name of the advertising representative.

## Accepted File Formats:

We accept .psd, .eps, .tif, .jpg files (Adobe Photoshop), .ai and .eps files (Adobe Illustrator), PDF files, and InDesign files (packaged to include fonts and links). **NO .pub (Publisher) files!**

If compressing files, a StuffIt format (.sitx) is preferred.

PDF/X-1A is the preferred PDF format. PDFs are best created through Acrobat Distiller. If the ad is to appear in color, create the PDF as a composite, not separations.

## Color:

We print in four-color process. PMS (Pantone/Spot) colors are not accepted. All PMS and RGB colors must be converted to process (CMYK) colors. We are not responsible for the reproduction of RGB and PMS colors that must be converted to CMYK.

Avoid using registration black, sometimes referred to as 4-color, process or rich black. Black type and color spaces should be made with 100% black (C=0 M=0 Y=0 K=100).

## Images:

Resolution should be a minimum of 300 dpi at actual size (the size it will appear printed). Files should be saved as a .psd, .eps, .tif or .jpg file. 72-dpi images pulled from web sites are not acceptable for reproduction in print. Save black-and-white images as grayscale. Line art should be scanned at a minimum of 600 dpi.

## Fonts:

Embed all fonts. Do not use artificial font formatting; all formatting (italics, bold, etc.) must be done using stylized fonts. Do not use menu-styled fonts.

When submitting logos, convert all fonts to outlines. Fonts must be at least 8 point; smaller fonts are not accepted.

## Online Ads:

Web ads should be RGB format at 72 dpi and saved as a .jpg or .gif file. If submitting a .swf file, be sure to embed the link within the file.

## SUGGESTIONS:

- Use reverse type cautiously. Reverse type is most effective and best reproduced if it's at least 10-point type and the background is 100% black, not a mixed color or registration black. If your type is smaller than 10-point, use bold/thick fonts instead of light/thin ones.
- Sharpening photographs produces a clearer, more focused image when printed on newspaper.
- Try to avoid multiple-color text. Stick to two-color mixes and limit colored text to headlines.

*All files submitted are preflighted to ensure quality reproduction. If ad files do not meet print requirements and time allows, you'll be given the chance to resubmit a correct file. If files need to be altered by our designers, a cost may be incurred.*