

# DESERT DOG NEWS

Gretel Hakanson • gretel@desertdognews.com • 520-903-4886

www.desertdognews.com • 520-232-2191 fax

---

## ADVERTISING SPECIFICATIONS & DESIGN

### AD SPECIFICATIONS

It is preferred that advertisements be submitted electronically via e-mail or FTP. Contact us for FTP access. We will also accept mailed CDs. Preferred formats are high-resolution PDF files (highest, maximum quality or print quality) or InDesign files [collected with fonts and high-resolution artwork].

For grayscale (B&W) ads, please submit file(s) at a print resolution of 300dpi in either PDF (quality set to "High", "Maximum" or "Print Quality") or InDesign files.

For four-color ads, please submit file(s) at a print resolution of 300dpi in either PDF (quality set to "High", "Maximum" or "Print Quality") or InDesign files.

Color ads must employ CMYK-specified color, not RGB, Pantone, Indexed, LAB or other color pallets. (Artwork with colors from other pallets will be converted to CMYK.)

Photos used within color ads should be CMYK-specified color and 300 dpi. Photos used within black and white ads should be Grayscale-specified color and 300 dpi. Do not use photographs that were downloaded off of the internet, such as a picture from web page. These are not high-resolution images (usually about 72 dpi) and will definitely pixilate on your final product.

When using black in four-color (CMYK) ads, please use 100% K (only). The printing company will reject artwork with rich black. Rich black is an ink mixture of solid black over one or more of the other colors and creates problems in the printing process.


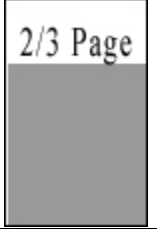


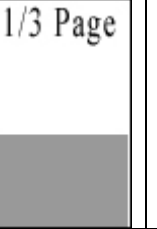

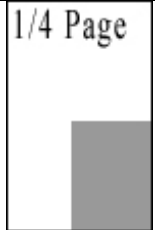
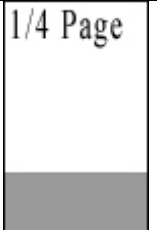

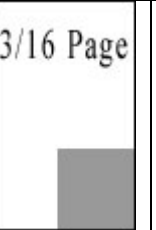
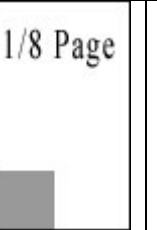
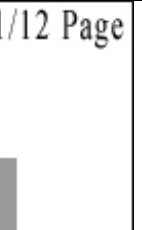
To avoid your halftones and color separations from reproducing too dark for black and white photos used in ads, use a highlight dot of about 3% and a shadow dot of about 87%. Mid tones should be set at approximately 38%.

Ads submitted in incorrect sizes with either be returned or resized.

We want your ad to look fantastic, please contact us if you have any questions on the above.

## SCHEDULE

Issue	Reserve Space	Ad Materials Due
January/February	December 1	December 15
March/April	February 1	February 15
May/June	April 1	April 15
July/August	June 1	June 15
September/October	August 1	August 15
November/December	October 1	October 15

 Full Page	 2/3 Page	 2/3 Page	 Half Page	 1/3 Page	 1/3 Page
10 "x5.375"	10"x10"	7.5"x12"	10"x7.23"	10"x4.875"	3.125"x14.75"
 1/4 Page	 1/4 Page	 1/4 Page	 3/16 Page	 1/8 Page	 1/12 Page
4.875"x7.5"	10"x3.5"	7.5"x4.5"	4.875"x5.5"	4.875"x3.5"	2.375"x4.2"

## Ad Design

*Desert Dog News* offers ad design service. Design work is billed at \$65 hour (with a ½ hour minimum). There will be an additional charge for photography and logo design. Time involved to design an ad varies and depends on many factors, including the size of the ad; the quality of materials provided (logo, photos, graphics, etc.); and the number of revisions (design iterations required to finalize the ad). On average, ad design takes between two and five hours. We will happily provide estimates for design work. Billing for design work will take place upon completion of the ad.

Our design service is offered at no extra charge if you commit to four to six consecutive issues. Logos and other artwork (photos, graphics, etc.) must be supplied by you, the advertiser. ***If frequency commitments are not met, you will be billed for the design of your ad (\$65/hour).***

## AD APPROVAL PROCESS

Proofs are forwarded via fax or email. Due to time constraints associated with publishing the paper, if a proof is not returned within 48 hours, the ad will run as-is. Please note that, you, the advertiser, have final responsibility for error detection. *Desert Dog News* is not responsible for errors or printing quality in production-ready ads provided by the advertiser. We not provide a proof if you submit a production-ready ad.

