

Conway Publications Advertising Summary

AD SPECIFICATIONS AND REQUIREMENTS

All digital files submitted must be minimum 300 DPI, CMYK files. The preferred format is a press-optimized PDF. Advertisements submitted as a PDF file must have all elements, including fonts, embedded and must be saved at the highest-quality print setting. PDF files must be submitted without trim marks and must not include bleed in size unless the advertisement is intended to bleed.

Conway Publications Inc. will not accept Publisher, PageMaker, Microsoft Word, or Microsoft PowerPoint files. Low-resolution materials or images will not be accepted.

Bleed advertisements must be built with 0.125" additional image on all four sides.

All live text or images must be at least 0.375" from the trims.

All advertisements must be submitted at 100% of the final size of the advertisement purchased by Advertiser. Unless the Advertiser pays for alternations, the advertisement must be ready for publication without requiring any adjustments to size, color, or text. **Editing of advertisements and artwork is not included in the cost of the advertisement.**

Advertiser shall provide its artwork to Conway Publications in the electronic format described above. Artwork shall be sent via email to Ads@ConwayArkansas.org. Large electronic files may require other arrangements.

Advertisements shall not include any rude, offensive, or obnoxious material. This includes but is not limited to elements of violence, nudity, sexual content, or adult language. Material deemed detrimental to the publication by Conway Publications shall not be accepted. Ultimately, all content must be approved by Conway Publications.

AD SIZE OPTIONS

