



ACCEPTABLE FORMATS

QuarkXpress 6.5, Illustrator, Freehand, Photoshop, Acrobat PDF (embed all fonts)
We do not accept Microsoft Publisher documents.

PDFS: All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

Microsoft Word files will have to be remade. Please do not insert pictures into Word documents if they can be sent separately.

If the ad is made in Quark, it must be a Macintosh file. Include ALL fonts. Include all images. We cannot use PC fonts without modifying the ad.

If the file is Illustrator or Freehand and it is a PC file,

convert the fonts to outlines before you send it to us. Otherwise we will have to modify the ad. Do not use LZW compression.
For files under 4 megabytes: either TIFF (with no LZW compression) or EPS formats are acceptable.

Linescreen is 85 for Black and White, 100 for Color pages. DMAX is 240.

Web images are not acceptable for newsprint – Minimum resolution for picture is 170 dpi, minimum resolution for text is 300 dpi.

Emailed Ads

Please include the advertiser’s name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad.

E-mail ads to NYFamilyAds@manhattanmedia.com

