



605 NE 21st Ave, Suite 200, Portland, OR 97232
TELEPHONE (503) 294-0840 • SALES FAX (503) 294-0844
portlandmercury.com

PRODUCTION GUIDELINES

DEADLINES

All ads coming done should be delivered, in finished form, no later than Friday at 5:00 pm. Materials for ad builds (text, show listings, images) should also arrive no later than Friday at 5:00 pm. Anything submitted after this deadline is subject to space availability (unless a previous arrangement has been made with your advertising representative).

DELIVERY

The *Mercury* accepts electronic files on CD-ROM, and by email. EMAIL ads to mercuryads@portlandmercury.com.

Also, PLEASE ensure that the subject line of your email includes the name of the advertiser and the date the ad is to run.

Ads produced outside of the *Mercury* should be sent to us as complete digital files. Please build the ad to the exact size (see size sheet for dimensions), with no crop marks, color key or excess white surrounding the image area.

APPLICATION-SPECIFIC REQUIREMENTS

These are file types we accept, in order of preference:

Acrobat files (PDF) – These files must be in their final version, since we cannot make any changes to them.

- Files distilled through Acrobat Distiller from a postscript file are higher quality and allow more control, than those saved or exported as PDF from a native application.
- Your settings in distiller should be set to Press Quality
- Embed all fonts. If the PDF comes to us with missing fonts we will rasterize the ad, which may impact the print quality.
- Black & white ads: Make sure all images in the file are greyscale.

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- Full color ads: Must be 4-color CMYK process and NOT RGB.

Adobe Illustrator, Adobe Illustrator CS 1-3, Adobe InDesign CS 1-3, Photoshop CS 1-3 – Please be sure to **OUTLINE** all the fonts and include all linked **IMAGES** with these files.

Adobe InDesign 2.0, CS – include all **FONTS** and **IMAGES** or export the file to eps with all fonts **OUTLINED**.

Photoshop 5.5, 7, CS – Please send flattened artwork in tiff format at 300 dpi.

IMAGE QUALITY, RESOLUTION, AND COLOR SPECIFICATIONS

- All artwork should be at least 200 dpi. 300 dpi is preferred for finished ads.
- While applications will allow you to build images to a density of 400 (C=100, M=100, Y=100, K=100), such a high value will not absorb properly into newsprint, causing bleeding and offsetting of the ink into areas not intended.
- 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 variations in registration.
- The same applies for reversed type: white type on a black or color background. Blacks should be created as 100% K, or K plus one other color. Never create a black out of all four colors.
- All spot colors are converted to process (CMYK) and color shifts will result if you submit an ad with spot colors. If you are submitting a spot color ad, make absolutely certain that there are no four-color black or grey images anywhere in the document, the ad must contain black (K) and your spot color of choice only.
- Use the color profile U.W. Web Coated (SWOP) v2 in Adobe CS programs. Note: When saving black & white ads in Photoshop make sure that no color profile is embedded (a check box in the save dialog box). If you allow the color profile to be embedded your ad may inadvertently print 4 color blacks and be muddy as a result. Assume a 20% dot gain when optimizing images.

THE *MERCURY* CANNOT GUARANTEE COLOR MATCHING OR PERFECT REGISTRATION.