

# Advertising Submission Guidelines

The following guidelines will assist you in preparing your electronic files for digital submission. If you need additional assistance, please contact your Sales Representative.

## ELECTRONIC DELIVERY

**Email: nikki@ycpubs.com**  
You may e-mail files to us depending on file size. Maximum size for emailing is 4MB. For files over 4MB: please contact Nikki Bowes for instructions.  
**Email: nikki@ycpubs.com**  
**nikki@nikkiandcompany.com**

## PLATFORM STATEMENT

Our art department is Macintosh based. Although we will make every effort to accommodate PC files, we must determine their compatibility prior to production.

## AD SIZE

Ads not built to exact dimensions may be distorted to fit the ad space purchased. To ensure that your ad appears as you intend, create the ad according to the specifications given to you by your ad representative.

## ACCEPTABLE FORMATS

### Web Graphics:

- PDF
- JPEG/JPG
- PNG
- BMP
- GIF

### Print Graphics:

- PDF
- Illustrator(AI)/EPS
- PSD (Photoshop Files)\*

*\*Photoshop files are raster based. This means if they need to be resized their quality will deteriorate. Photoshop EPSes are also not ideal for text unless they are saved at 600 dpi or higher, which increases file size.*

**PDF (Portable Document Format)** is the preferred format for ads. Most current graphics and page layout applications allow you to save or export your document as a PDF.

### PDF requirements:

- Save as Press Quality OR PDF/X-1a.
- Select Acrobat 4.0 Compatibility.
- Embed all fonts & images

### Illustrator/Freehand EPS (Encapsulated PostScript)

### EPS requirements:

- Embed all graphics.
- Convert all fonts to Outline (Illustrator) or Paths (Freehand).

## UNACCEPTABLE FORMATS

JPEG, BMP, GIF, and PNG formats are designed for *web graphics and are not acceptable for print.*

**Word, Works, and Publisher, Quark, InDesign, CorelDraw and PageMaker native file formats** are not accepted.

YCRG does not accept outside fonts. Please export your ad as a PDF with graphics and fonts embedded.

## GRAPHICS AND COLORS

- For best results, use resolutions of 200 dpi for black and white photos, 300 dpi for color photos, and 600 dpi for line art.
- Indexed Color is not acceptable for **print**. Indexed Color is designed for web use only and will not separate correctly.

### Print Process Color Ads:

- All graphics/photos must be specified as CMYK — RGB is not acceptable.
- Spot colors must be converted to CMYK.

### Web Ad Dimensions

Ad Type	Width x Height
Large Rotating Banner	1050 x 275 px
Inside Header Banner	960 x 225 px
Large Box	300 x 250 px
Small Box	300 x 125 px
Featured Realtor Box	250 x 250 px
Featured Listing Banner	680 x 200 px

### Print Ad Dimensions

Please add .25" margin & .125" bleed to all sizes

Full Page	7.375" x 9.625"
Half Page	7.375" x 4.75"
Quarter Page	3.6" x 4.75"