

Electronic requirements

Macintosh format is preferred. For faster file transfer, PDF format is encouraged. **PDF FILES (Portable Document Format)** must have the following: **Always embed fonts, 200 dpi for color and grayscale images and 600 dpi for line art.**

We accept Mac based ads, artwork, and typefaces from:	QuarkXPress (versions to 7.0)
	Macromedia FreeHand (versions to 8.0)
	Adobe Indesign (CS3)
	Adobe Illustrator (all versions to CS3)
	Adobe Photoshop (all versions to CS3)
	Adobe Acrobat PDF (all versions to CS3)

QUARKXPRESS: In addition to the **document**, we need the **fonts** and **images**. Ads must be accompanied by clipart, photos, and fonts used in the layout. Fonts can **only** be **Macintosh OS based** and **include both screen and printer** fonts. Please submit only the fonts actually used.

PHOTOSHOP: Flatten layers and save as **TIFF file**. **Size** and **crop** images according to use in documents (file should be a bit larger than it is to appear).

LINE ART: 600 dpi. **Grayscale:** 200 dpi. **Color:** 200 dpi CMYK. **Spot Color:** 200 dpi must be **CONVERTED TO CYAN** as we only output cyan and black plates for spot color ads regardless of the actual color. **Do not** send RGB images. **Do not** use Pantone colors. **CONVERT ALL COLOR IMAGES TO CMYK.** Black and white images should be grayscale or bitmap.

ILLUSTRATOR/FREEHAND: Create outlines on all type and **save as an EPS**. Document mode should be CMYK color. Art for black and white ads should be converted to grayscale. Art for color ads should be CMYK, **not** RGB or Pantone.

SCREENS: Please **lighten screens** and **photos** as they will always appear darker in newspaper.

FONTS: Use **Postscript Type 1** or **Open Type** fonts. **Include the screen and printer fonts**. Avoid style options or buttons as they may result in incorrect output. **Messenger Post Media reserves the right to substitute similar fonts if a font is not supplied.** Type smaller than 6 points may not print legibly.

QUALITY: In addition to electronic requirements, designers are cautioned that use of fine reverses and lines, large solids, graduated screens, tight trapping and registrations in files sent for printing are not recommended for consistent quality reproduction. Although we will take every precaution to ensure the file runs properly, Messenger Post Media doesn't accept responsibility for problems caused by the design.

CHANGES TO DIGITAL ADS: Only limited corrections or modifications can be made to a PDF file. If you anticipate making changes, send us an original file along with all fonts and images. We will then be able to make changes to the ad for you.

MODES OF DELIVERY: CD-ROM, DVD, Zip Disk, Jaz(1gb) and Camera Ready can be sent to: **Messenger Post Media, 73 Buffalo Street, Canandaigua, NY 14424 · Attention: Art Department**

FTP: For more information please call: **585.394.0770 x335.**

EMAIL: When sending an ad that has a large file size or multiple files, compressing them all into one file using **"Stuffit"** or **"Ziplt"** makes the file transfer smaller and requires less time to upload. Email the ad to **artdept@messengerpostmedia.com**. Please put the account name in the subject field and confirm with your sales representative that the ad was received and is correct.

AP ADSEND: For more information on this delivery service please call: **1(800) 823.7363 (Code: NYCAN).**

CLARIFICATION: Messenger Post Media accepts **ONLY** the listed applications. The sender is responsible for problems caused by the design. Messenger Post Media will do everything possible to make sure the file runs properly. For **assistance** please call **585.394.0770 x335.**

Ad specifications and deadlines

RETAIL AD SPECIFICATIONS

Display Advertising Broadsheet

Page depth is 20.5 inches. 6 columns (123 inches) per page. Tabloid page depth is 11 inches with 5 columns to a page.

1 Column 1.694"	4 Column 7.278"
2 Column 3.555"	5 Column 9.139"
3 Column 5.416"	6 Column 11"

RETAIL AD DEADLINES/PUBLICATIONS

Prepared material must include layout, artwork and all copy.

PROOF	24 Hours Prior to Deadline	
Post Weeklies	Friday Noon	Wednesday/Thursday
Courier Journal	Friday Noon	Thursday
Timesaver	Thursday 3 pm	Saturday
Sunday	Wednesday 5 pm	
Freestyle	Monday 5 pm	Sunday
Monday	Thursday 5 pm	
Tuesday	Friday 5 pm	
Wednesday	Monday 5 pm	
Thursday	Tuesday 5 pm	
Steppin' Out/TV	Thursday 4 pm	Thursday
Friday	Wednesday 5 pm	
Canandaigua-Victor	Monday 5 pm	Friday
Supplements	Call your sales representative for details.	
Special Pages	Call your sales representative for details.	

CLASSIFIED AD SPECIFICATIONS

Classified page depth is 20.5 inches with 8 columns to a page. 164 column inches per page. Tabloid page depth is 11 inches with 7 columns to a page. 120 line screen preferred.

1 column 1.264"	5 columns 6.764"
2 columns 2.639"	6 columns 8.139"
3 columns 4.014"	7 columns 9.514"
4 columns 5.398"	8 columns 10.889"

CLASSIFIED AD DEADLINES

Messenger	
Weekday In Column.....	10 am, 1 day prior to publication
Sunday/Monday In Column.....	Friday at 10 am
Display Proof.....	5 pm, 3 days prior to publication
Display.....	5 pm, 2 days prior to publication
Accent on Homes Proof.....	Tuesday at 5 pm
Accent on Homes.....	Wednesday at 5 pm
Post Weeklies	
In Column.....	Friday at Noon
Display Proofs.....	Wednesday at 5 pm
Display.....	Thursday at 5 pm