

Deadlines

Wednesday Editions	4pm Friday
Thursday Editions	4pm Monday
Weekend Editions	4pm Tuesday

Holidays may change some deadlines. Check with your sales representative when advertising around holidays.

Submission Guidelines

For best reproduction

- Allow for 20 - 40% dot gain
- Keep black type at 6 points or larger and color type 12 points or larger
- Use an 85 line screen
- Page dimensions should be final ad size.

Accepted electronic file formats (in order of preference)

- Acrobat/PDF
- EPS
- QuarkXPress 5.0 or earlier
- Illustrator
- PhotoShop

Fonts

- Please supply copies of all screen and printer fonts used in EPS, QuarkXPress and Illustrator files. These fonts will be used solely for the purpose of outputting the ad.
- For PDFs, the fonts should be subsetted and included in the document.
- Avoid TrueType fonts. These fonts can cause problems on our high-end output devices. We cannot be responsible for any reflow or font substitution that occurs as a result of the use of TrueType fonts.

Preparing image files

- Line art images (1-bit TIFFs) should be 600 dpi.
- Color or grayscale images should be 170 dpi.
- Color images should be in CMYK mode.
- Files should be saved as TIFF or EPS. **Do not supply your images as a jpeg or gif.**

Electronic file transfer

- Adsend: ILOLP
- E-mail: ads@libertysuburban.com
- Zip disks, Jaz disks, CD's
- Submit a signed hard copy of the job, in color if applicable, for proofreading and backup