

electronic guidelines for camera ready ads

Metroland will be transitioning their layout software to Adobe InDesign in the next few months and transmitting pages electronically. This new approach will greatly increase the clarity and quality of the final printed paper and your ad. It is important however that all camera ready ads be created with specific settings. If you have questions do not hesitate to have the person creating the ad for your company call our production department.

Email: **production@metroland.net**
cc: **advertise@metroland.net**

Format: **Adobe PDF (preferred)**

Load Metroland .joboptions file
(call for instructions if you do not know how to load this file)
1200 dpi @ 85 lpi dpi grayscale
1200 dpi @ 85 lpi dpi cmyk

.tif

300 dpi grayscale
300 dpi cmyk

Include: Account Name
 Metroland Sales Representative
 Insertion Date

Deadline: Noon Tuesday for Thursday Publication
 (Noon Monday for Adult Services)

We reserve the right to substitute fonts if necessary.
We reserve the right to resize and/or crop ads that are not the correct dimensions.

For more information about pdf job options and specific dimensions call Amber Leith, Production Manager at 463.2500 ext. 150