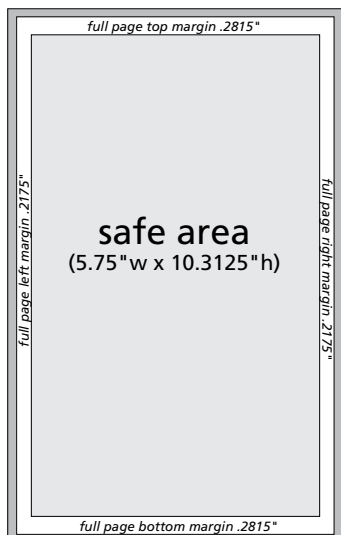


# PaperMINT / PaperGOLD Artwork Specifications



Trim size (magazine size) 6.1875" x 10.875'

Only full page ads may use a "bleed."

All important text and images must be kept within the "safe" area.

← trim ( 6.1875" x 10.875)

← bleed (6.4375 x 11.125')

## AD SIZE (W x H)

1/6 PAGE 2.75" x 2.5"

1/4 PAGE 2.75" x 5"

1/2 PAGE 5.75" x 5"

FULL PAGE 5.75" x 10.312"

## Ad Submission Guidelines

We prefer Macintosh files in order to avoid potential cross-platform compatibility issues. If submitting any format other than a PDF file, you must include all fonts and images used in the creation of your ad.

WE CAN **ONLY** ACCEPT ADS CREATED IN THE FOLLOWING APPLICATIONS:

**Adobe InDesign** (CS4 or earlier)  
**Adobe Illustrator** (CS4 or earlier)  
**Adobe Photoshop** (CS4 or earlier)

### IMAGE REQUIREMENTS:

ALL IMAGES MUST BE OF ADEQUATE RESOLUTION AT THE DIMENSIONS AT WHICH THEY WILL BE USED.

Line Art (bitmapped) 600 ppi minimum

Photos (color or grayscale) 300 ppi minimum

TIF, EPS, JPG ("high" or better) are the preferred formats.

DO NOT use PICT, GIF, BMP, PCX, etc.

All color images must be **CMYK** or they will be converted.

**FONT INFORMATION:** If using Type 1 (Postscript) fonts, you must supply both the screen and printer fonts. Do not apply styles (bold, italic, shadow, etc.) from an application menu or palette. Use the specific typeface (i.e. Times BoldItalic).

**PDF INFORMATION:** PDF files must be high-resolution and properly created using Acrobat Distiller's "Press" setting. All fonts must be properly embedded. Do not use "PDFWriter" which is not suitable for high-end printing.

We **CANNOT** accept ads or ad elements created in any application not listed above, including **CorelDraw, Microsoft Publisher, Microsoft Word, Microsoft PowerPoint, Print Master, Print Shop, or any other non-professional graphics software.**

Any text (ad copy) being sent to us for use in your ad must be sent as raw, unformatted text (.TXT). We cannot use word processing files.

**DISK SUBMISSION:** CDs (Mac or hybrid format, please). NO FLOPPIES OR ZIP DISKS. Please include color printout.

For PaperMINT citywide or PaperGOLD send to: **Chris Sutton**  
5005 Red Bank Rd  
Galena, Ohio 43021

For PaperMINT zones, or PaperGOLD OSU send to: **Jolene Burd**  
550 Shoal Ct.  
Reynoldsburg, Ohio 43068

**EMAIL SUBMISSION:** All attachments should be under 10MB. Email: [art@papermintohio.com](mailto:art@papermintohio.com), [chrisy@papermintohio.com](mailto:chrisy@papermintohio.com) or [jolene@papermintohio.com](mailto:jolene@papermintohio.com).

### ANY ARTWORK QUESTIONS?

Please contact: [chrisy@papermintohio.com](mailto:chrisy@papermintohio.com) or [jolene@papermintohio.com](mailto:jolene@papermintohio.com)