

# The Post-Journal

15 WEST SECOND STREET • JAMESTOWN, NEW YORK 14701 • 716-487-1111

## ELECTRONIC ADVERTISING SUBMISSION SPECIFICATIONS:

Below is a list of specifications we require for any advertising material submitted electronically:

### FILE TYPES WE CAN ACCEPT:

- Quark XPress 3.3x documents with all supporting graphics and Macintosh fonts
- Multi-Ad Creator 3.x & 4.x documents with all supporting graphics and Macintosh fonts
- EPS files with all supporting Macintosh fonts
- PDF files from Adobe Acrobat 3.0; All fonts *must* be embedded
- Adobe Photoshop EPS and TIFF files at 220 ppi resolution

### MEDIA WE CAN ACCEPT:

- Floppy Disks — 1.44 MB
- ZIP Disks — 100MB & 250MB
- JAZ Disks — 1GB & 2GB
- CDs — Macintosh compatible

### PREFERRED SUBMISSION METHODS:

- Associated Press (AP) AdSend
- Any of the above physical media

### OTHER OPTIONS:

- Positive artwork at an 85 line-per-inch screen
- Negative artwork at up to 110 line-per-inch screen, right-reading, emulsion down
- Ads may be e-mailed ONLY in emergency situations, Notify your advertising sales representative BEFORE sending any material via e-mail. PDF files are STRONGLY recommended. We CANNOT guarantee successful transfer of files via e-mail. The address is: [post-journal@oweb.com](mailto:post-journal@oweb.com).

### MISCELLANY:

- Be sure you know the proper dimensions for the ad. Note that we print on a 25" web width. Your advertising representative can supply you with proper size specifications.
- Ads submitted electronically MUST adhere to our normal deadlines.