

GC Communications, Inc.

Advertising Production Specifications

Camera Ready Ads

GENERAL AD INFORMATION:

GC Communications prefers to receive ads electronically via email in either JPEG & PDF formats; however, original production files on disk are also accepted. All color ads must be in CMYK format and sent with a hard copy proof to the corporate office in Dennis (address below). Please clearly note the paper name and issue date the ad is for.

PDF ads ideally should be generated through Distiller and/or “press optimized” with all fonts embedded, and no font substitution option. Acrobat Distiller press optimized settings are available upon request.

There are no gutters or margins or bleeds.

If specific colors are required, please note the complete CMYK code or PMS color number. All ads containing color should be sent in PDF format. You may also send a JPG for placement/proofing purposes.

JPG or PDF ad files in 300 dpi, grayscale or CMYK format may be emailed to **production@gccomm.net** (maximum email size 5MB).

We can longer accept any film or negatives for ads but will be happy to work with you on creating a new ad.

SENDING CAMERA READY ADS ON DISK:

“CAMERA READY” = READY TO PRINT. We generally review the ad upon arrival, if we can open the disk/file, however, it is extremely important that the ad be the correct dimensions as we cannot readily change camera ready work. Our measurements are **height by width**, 300 DPI or higher, and if in color, in CMYK format (which means all placed logos, images, etc. must be in CMYK also)*. Please send any ads on disk with a hard copy proof – color laser printout is fine.

If you cannot send a PDF or a JPEG of the ad, our printer can open the following files: Quark 4.0 & 5.0 (Macs or PC), Photoshop 5.5 - 7.0, Illustrator 8.0 - 10.0, Adobe Acrobat 4.0 & 5.0, Stuff-It Expander, and PageMaker 6.5 & 7.0. Please include all fonts in post script, linked images and any other support files as well.

***IMPORTANT COLOR/DPI NOTE:**

If the ad is 4-color or contains an image that is 4-color, then the ad or image must be saved as “CMYK” in it’s existing format before it is converted to a PDF. Please do not save in “RGB” or other color profiles, as the images will not break down to be printed correctly. All support images, logos, etc. must be in 300 dpi or higher before being placed into the ad. Lower resolutions will result in images printing either blurry or with jagged edges (pixilated).

If you have any questions, please feel free to contact the Production Department at 508-385-7700 or at production@gccomm.net. If you require assistance creating your ad, please contact your advertising sales executive directly.