

The Graphics Department of The Shopper, Inc., is committed to providing the highest quality design and implementation of your advertisements. Information provided here is intended to maximize the quality of your advertisement and protect your products and services.

Make-Ready Ad Requirements

- Ad copy is due by the second Wednesday of each month for the next month's publication. Deadlines will be adjusted for holidays. See the Advertising Calendar and Deadline sheet for more information.
- Graphics and images submitted to be placed in an ad must be in high resolution format. Acceptable file formats for images are .jpeg, .tiff, .eps, or original Adobe Illustrator (.ai) files. Images should be at least 8"x 6" at 300 dpi. If you are unsure your images are high resolution, please let us know and we will help determine if an image is appropriate for print.
- Images embedded in a Word document are not suitable for print.
- Due to U.S. Copyright guidelines, we are unable to use any graphics or images downloaded or copied from the Internet. Any necessary graphics or images that you do not explicitly own must come through proper channels. If you are a vendor of a product, we ask that you supply images that come directly from the company that owns the images or login information to obtain appropriate images from an image library. We must also abide by any branding guidelines set forth by the company that distributes those images.
- For your convenience, we have stock images available for use. We will be happy to work with you to find the appropriate images for your advertisement.

Camera Ready Requirements

- Camera ready advertisements must be submitted in PDF format at Press Quality.
- Camera ready ads must be submitted at the correct size for the publication. We will not stretch or squeeze ads to fit. Ads that have been created by and used in other publications are subject to the same U.S. Copyright guidelines as graphics and images as mentioned above and cannot be used by The Shopper, unless written permission is granted by the creator of the ad.
- Ads must be in CMYK color format. Maximum ink density is 240% for all Shopper produced products.
- Any black text within an ad must be true black - 100% K. Please use the [Black] swatch in your swatch palette to ensure that true black is used. DO NOT use the [Registration] swatch. If the registration at the printer is slightly off this can cause blurred, unreadable text.
- All fonts must be embedded in the PDF document or converted to outlines before being PDF'd. We cannot download your fonts.
- Camera ready ads are due the Friday before print deadline.