

## FILE REQUIREMENTS

Please read and follow the guidelines below to insure compatibility. We cannot guarantee how your publication will print if using formats that do not comply to these specifications.

### DIGITAL FILE REQUIREMENTS FOR PRINT ADS

Our publications are produced electronically, direct-to-plate using Adobe InDesign Creative Cloud on the PC platform.

The following file formats are acceptable: Adobe Photoshop, Illustrator, and InDesign, however, **the preferred format is Adobe PDF with all fonts embedded.**

- All art should be clearly and consistently named and linked, and all fonts included. All links must be embedded.
- Photoshop files must be 300 ppi for photos and 600 ppi for line art, saved as EPS or TIFF files only. Images with clipping paths must be saved as EPS files.
- EPS files from Photoshop or Illustrator must be a high resolution, CMYK EPS file with layers flattened and fonts converted to outlines or paths.
- PDF files must be high-resolution (300 ppi). Press Quality PDF format is preferred. ALL fonts must be embedded.

**When sending files that were created on a Mac, always include a file extension at the end of ALL file names (.indd, .eps, .ai, etc.). The preferred file from a Mac is a Press Quality PDF with all fonts converted to outlines.**

Ads created using any Microsoft product (i.e. Word, Publisher, Powerpoint, etc.) cannot be guaranteed. Every effort will be made to convert and/or redesign your ad utilizing these files. A follow-up proof is required and agency discount will not apply.

Photographs from websites are not guaranteed to print without pixilation. When sending JPG images, high resolution (300 ppi) images must be received.

**PLEASE OFFSET CROPMARKS SO THAT THEY ARE NOT IN THE BLEED/PRINTING AREA.**

### COLOR REQUIREMENTS FOR REPORTER

*Urner Barry's Reporter* is printed in full-color (4-color process). **All files must be CMYK.** Files with spot, RGB, Pantone, Trumatch or any other colors will be converted in-house and final color is not guaranteed to match your proof.

### TRANSFERRING LARGE FILES

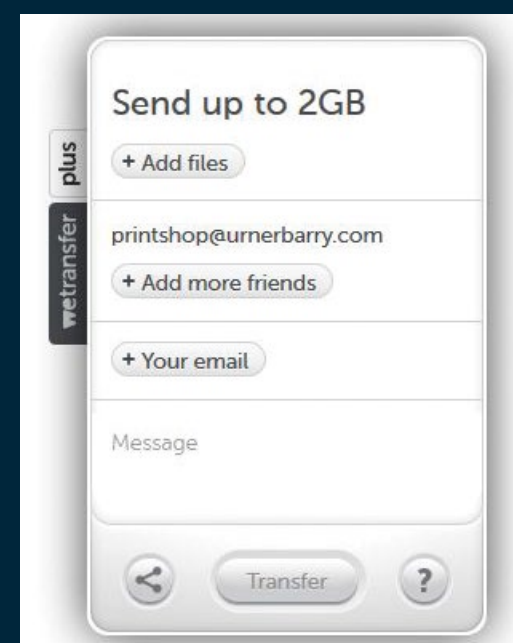
Urner Barry's Printshop transfer site is available for uploading files that are large in file size, or for an alternate method to sending files via email.

Visit the transfer site here:

<https://ubprint.wetransfer.com>

You will see a box like the image on the right.

- Add multiple files in the top box.
- You will see the printshop email address - please DELETE that email and add [advertise@urnerbarry.com](mailto:advertise@urnerbarry.com)



## CONTACT US

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