



# FILE REQUIREMENTS

Please read and follow the guidelines below to insure compatibility. We can not guarantee publication using formats that do not comply to these specifications.

Feel free to contact us with any questions, problems or concerns at [advertise@urnerbarry.com](mailto:advertise@urnerbarry.com)

## 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 web sites are not guaranteed to print without pixilation.** When sending JPG images, high resolution (300 ppi) images must be received.

**PLEASE DO NOT SEND FILES WITH CROPMARKS.**

## COLOR REQUIREMENTS

### **FULL COLOR (CMYK) ADS**

Urner Barry's Reporter and the front advertising sections and covers of our Directories are printed in full-color (4-color process). All files must be CMYK or grayscale. 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 Printing & Mailing transfer site is available for uploading files that are large in file size, or for an alternate method to sending files via e-mail.

Click on the following link (or type in):

<https://ubprint.wetransfer.com>

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

1. Add multiple files in the top box.
2. You will see the printshop email address - you may delete that email and ad recipients from the advertising department:

### **Account Managers:**

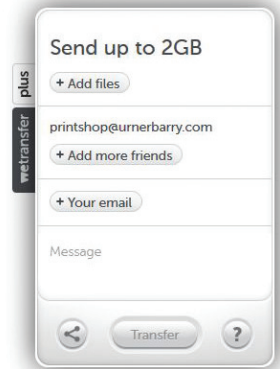
**Janice Schreiber:** [janice@urnerbarry.com](mailto:janice@urnerbarry.com)

**Terence Wells:** [twells@urnerbarry.com](mailto:twells@urnerbarry.com)

**Liz Cuozzo:** [lcuozzo@urnerbarry.com](mailto:lcuozzo@urnerbarry.com)

### **Designer:**

**Maria Morales:** [maria@urnerbarry.com](mailto:maria@urnerbarry.com)



## WEB BANNERS & E-MAIL ADS

All banners ads for our online services should be saved for the web as a JPG or GIF at 72dpi, with the following pixel dimensions:

**Comtell home page: 750 x 70**

**Comtell/Foodmarket Horizontal: 468 x 60\***

**SeafoodNews.com Horizontal: 936 x 120**

**Vertical: 160 x 600\***

**Headline: 170 x 130\***

**Seafood News Summary E-mail: 600 x 90**

*\* Pixel dimensions also apply to E-mail Newsletter specs*

**NOTE: Urner Barry does NOT accept SWF or Flash files**

## URNER BARRY MARKET VIDEO ADS

All banners ads for our market videos should be saved as a JPG, with the following dimensions:

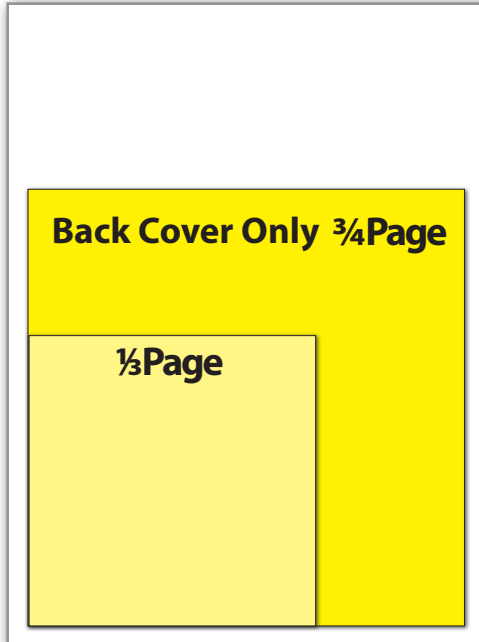
**1280 x 720 pixels at 300 dpi**

**Graphic shown at end of video with voiceover description**



# AD SPECIFICATIONS

Illustrations scaled to 25%



**URNER BARRY'S**  
**Reporter**

**Full Page Bleed**  
8.25" W x 11" H (doc size)  
Add 0.25" bleed on all sides  
**PLEASE DO NOT SEND FILES WITH CROPMARKS**

**Back Cover**  
7.5" W x 7.625" H

**1/2 Page**  
7.5" W x 5" H

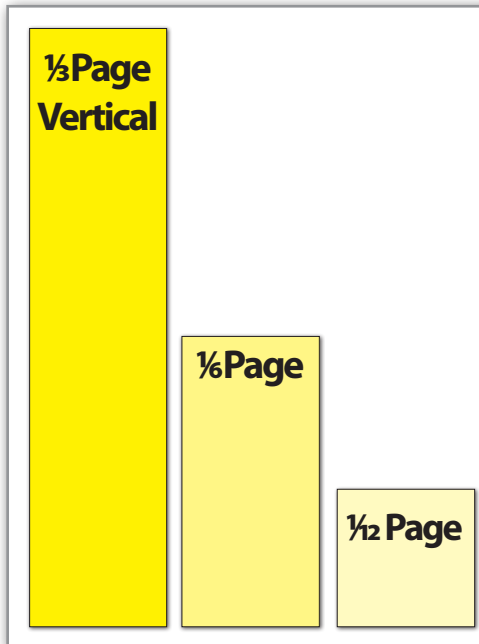
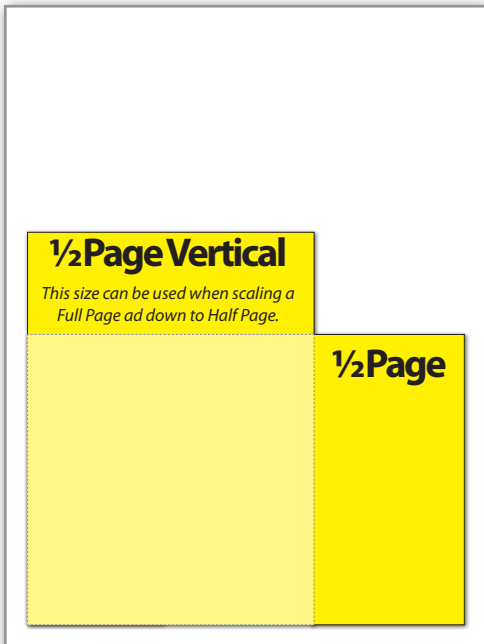
**1/2 Page Vertical**  
5" W x 6.75" H

**1/3 Page**  
4.9375" W x 5" H

**1/3 Page Vertical**  
2.375" W x 10.25" H

**1/6 Page**  
2.375" W x 5" H

**1/2 Page**  
2.375" W x 2.375" H



**Column Ads** (shown actual size)  
3.167" W *Price-Current size only*

**Daily Publications**  
*Price-Current, Seafood Price-Current and Red Meat Report*  
**Individual sizes depend upon publication.**  
*Please contact us for sizes and specs.*