



Digital File Submission Form

DATE: _____ ISSUE DEADLINE: _____ / _____ / _____

ADVERTISER: _____

CONTACT: _____ PHONE: (_____) _____

DIGITAL SPECIFICATIONS

GENERAL SPECIFICATIONS: 100 line screen,. Allow 20% dot gain for 35 lb. newsprint stock. WE ONLY ACCEPT DIGITAL FILES. If a paper version of the ad is submitted, it will be scanned into a digital format. Artwork must be ready to be printed as received. If artwork needs to be altered, resized or reworked to fit the contracted ad size, an alteration charge will be assessed.

PREFERRED DIGITAL FORMAT: High-resolution Adobe Acrobat PDF is preferred. Note: please convert all photos and artwork to grayscale or CMYK where appropriate.

4-COLOR & SPOT COLOR SPECIFICATIONS: All RGB and Pantone colors must be converted to process (CMYK) colors. Please call 231-798-4669 for assistance.

DIGITAL FILE CHECKLIST

- 1) PLATFORM Macintosh PC
- 2) APPLICATION **Acrobat PDF High resolution (PREFERRED)** Pagemaker Version _____ QuarkXPress Version _____
 Photoshop Version _____ Illustrator Version _____ Other – Contact 231-798-4669 to check compatibility.
- 3) AD SIZE _____ " width x _____ " height
- 4) MEDIA CD-ROM/DVD Iomega Zip 3.5" diskette
- 5) FONTS USED _____ 6) GRAPHICS (eps, tiff) _____

- 7) COLOR B/W BLK + RED/BLUE* MATCH COLOR** 4-COLOR (CMYK)
*100% magenta, 100% yellow (red) or 100% cyan, 65% magenta (blue)
**approximated using CMYK process colors
- 8) ALTERATIONS Do we have permission to alter your file (substitute fonts, lighten scanned images to compensate for dot gain, etc.)?
 Yes No Call First

E-MAIL ALL DIGITAL FILES TO: graphics@mibiz.com
QUESTIONS? Please call the production department at 231-798-4669.

GRAND RAPIDS OFFICE

1345 Monroe Avenue, Suite 255 • Grand Rapids, MI 49505 • Phone: 616-726-6909 Fax: 616-726-5209

KALAMAZOO OFFICE

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LAKESHORE OFFICE

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