

Digital Submission Specifications

Send your ad via **E-mail** (as an attachment) to: **production@carolinawoman.com**

Include:

- **Company name** and **issue in which ad is to run in Subject Line**
- Your company name, contact name and phone number in body of email
- Any special instructions for your ad

Files **larger than 10 MB must be compressed** using Stuffit or WinZip

Call **919-852-5900** or e-mail **production@carolinawoman.com**
with any questions, we'll be happy to assist you!

We **do not accept** camera-ready ads designed in
Microsoft Word, Works, Publisher, Word Perfect, PowerPoint or PageMaker.
We use commercial image editing and layout design software for professional results.
Let our talented designers produce your ad for you!

- **The preferred method of submission is Adobe Acrobat PDF version 4.0, 5.0 or 6.0.**
- **No RGB color**
- **No built black (All black should be 0% C, 0% M, 0% Y, 100% K)**
- **Spot Color: Use magenta in the electronic file.**
Actual color varies from month to month. Speak to your ad exec for specific color.
- **Halftone screens - 85 lines per inch**
- **Resolution - 170 dpi minimum (multiples of 85 are best, i.e., 170, 255, 340)**
- **Border - minimum 2 point**
- **PDF must be cropped to the ad size (see ad sizes page 3) and NOT submitted with crop or registration marks or floated in white space.**

The preferred method of submission is PDF.

- Embed all fonts, subset below 100%.
- Minimum resolution 300 dpi.
- Composite CMYK or Grayscale.

Ads are also accepted in the following programs:

• **Illustrator (up to version CS3)**

Convert text to paths. All graphic files must be included. Save as an .eps or .ai

• **Photoshop (up to version CS3)**

Resolution should be set to at least 170 dpi. **CMYK color** for color ad or **Grayscale (30% dot gain)** for black & white ad.

Save as a .jpg, .tif, or .pdf.

Save .jpg files as Maximum Quality.

• **Macromedia Freehand (up to version MXa)**

Save as EPS file with fonts converted to paths.

• **QuarkXPress (up to version 6)**

Files need to be *Collected for Output* (including fonts), and compressed using Stuffit or WinZip, and emailed to **production@carolinawoman.com**.

• **InDesign (up to version CS3)**

Similar to Quark, use the *Package* command, save to a folder, compress and email.

Color:

- **Color registration improves with the size of the type or image.**
- Don't use color borders under 4 pt.
- Don't knockout or use color type smaller than 14 pt.
- Small logos or images under 1 inch wide should be 100% black to ensure proper registration.
- **Use magenta for spot color ads.**

Adjust for Dot Gain:

Dot gain is the tendency of ink to spread during printing, due to the absorbency of paper. (Newsprint is extremely absorbent.)

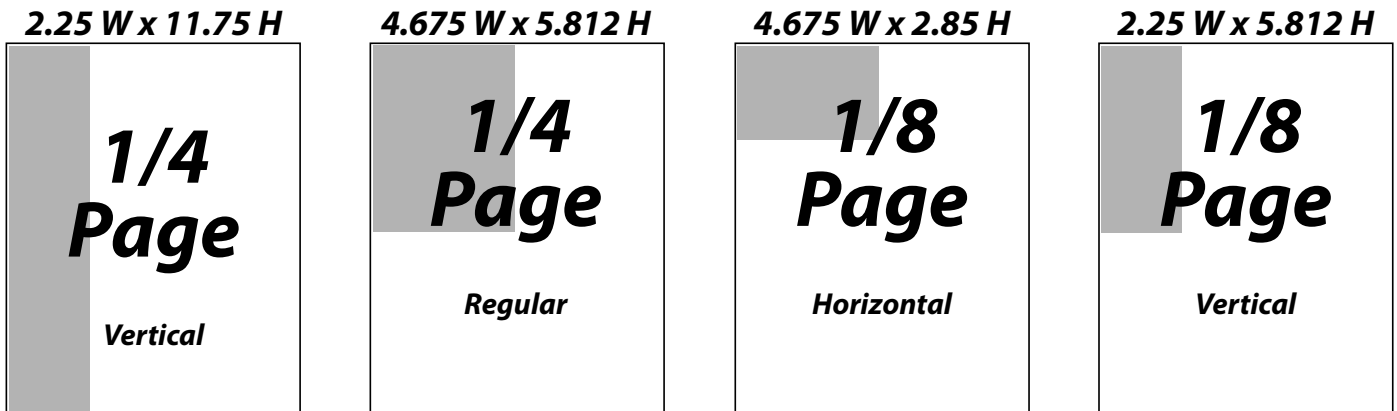
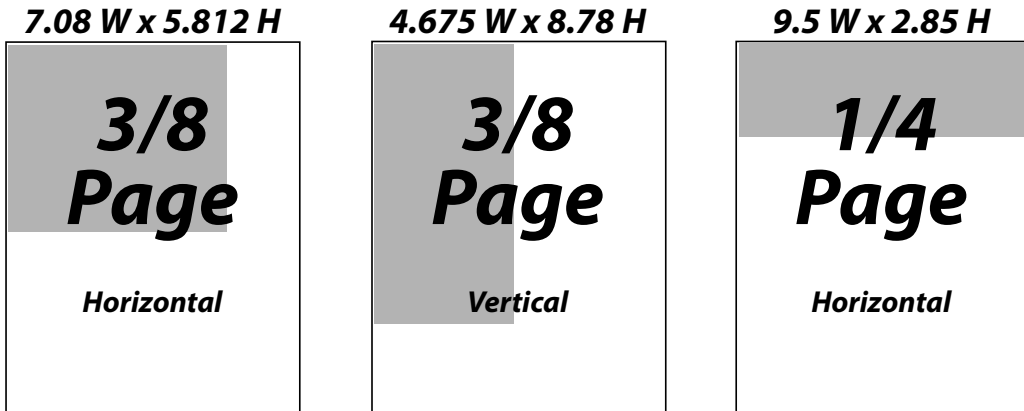
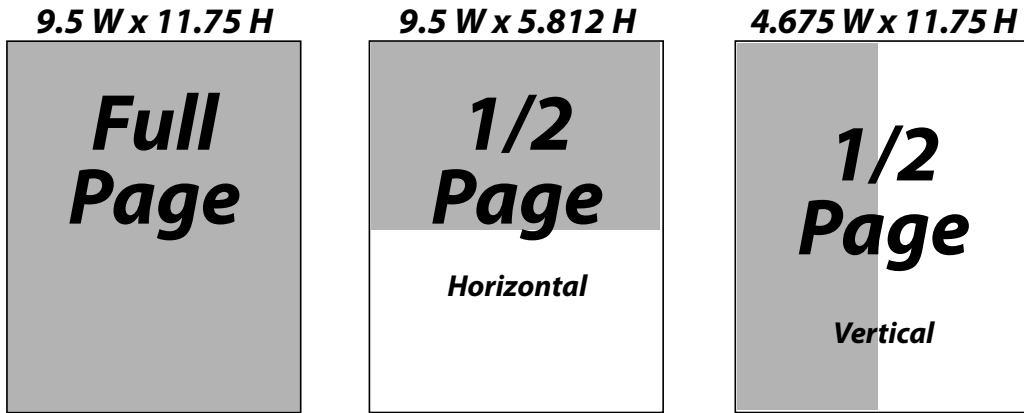
- Grayscale images should compensate for 30% dot gain:
- white: 0-5% midtone: 30% black: 82%

Grayscale skin-tone guidelines for normal lighting situations, midtone levels:

- light skin tones: 15% to 20% (excluding the shadows and highlights).
- medium skin tones: 20% to 30% (excluding the shadows and highlights).
- dark skin tones: 30% to 50% (excluding the shadows and highlights).

Ad Sizes

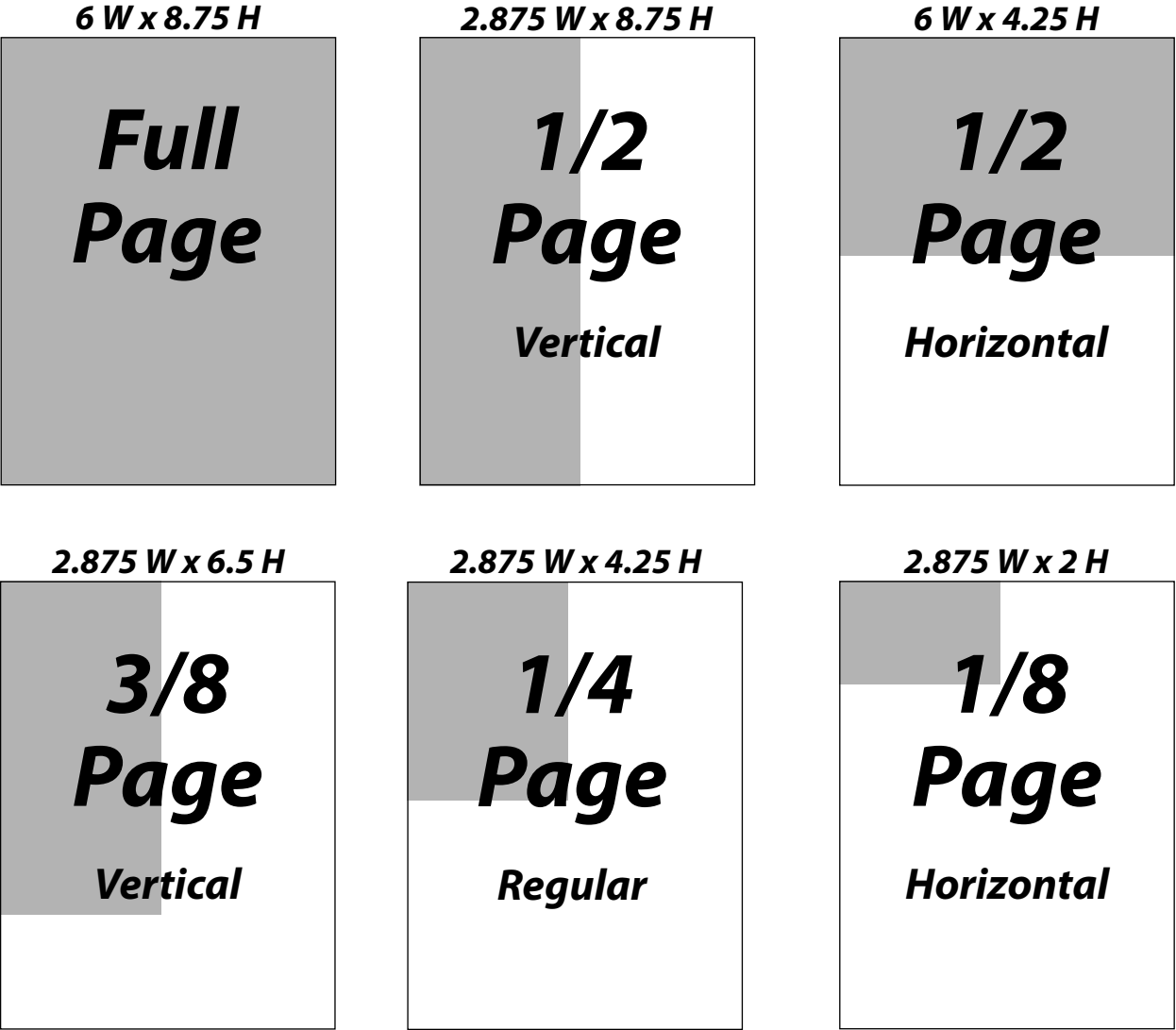
Carolina Woman magazine



All dimensions in inches.

Ad Sizes

Carolina Woman Resource & Business Directory



All dimensions in inches.