

## PRINT AD DIMENSIONS FULL PAGE

Effective Nov. 13, 2017

### — SAFE ZONE

**KEEP COPY WITHIN SAFE ZONE:**

**9.75 inches wide by 12.15 inches tall**

All critical elements (text, images, graphic elements, logos, etc. must be kept inside the blue box. (.25 inches from the trimming zone.) Anything left outside the blue box may be cut off during trimming.

### — TRIMMING ZONE

**FINAL TRIMMED SIZE:**

**10.25 inches wide by 12.65 inches tall**

Please allow .5 inches cutting tolerance around your ad. We recommend no borders due to shifting in the cutting process, borders may appear uneven.

### — BLEED ZONE .5 INCHES

**FINAL SIZE WITH BLEEDS:**

**11.25 inches wide by 13.65 inches tall**

Make sure to extend the background images or color all the way to the edge of the black outline.

---

## NON-BLEED

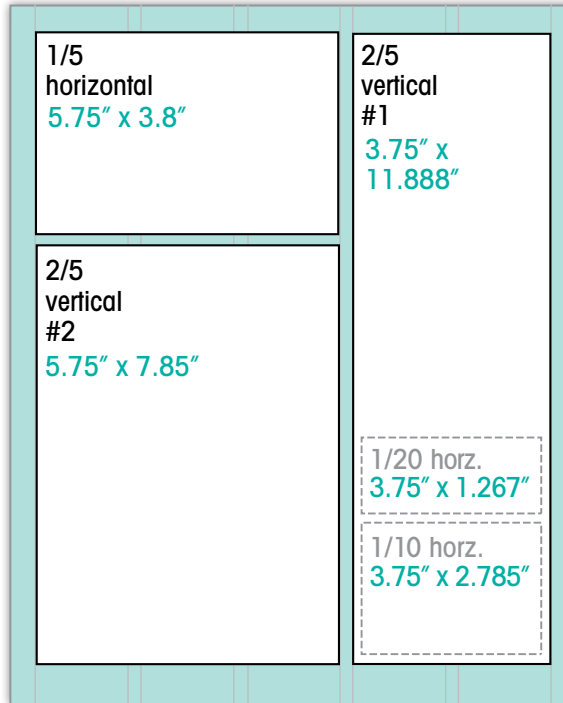
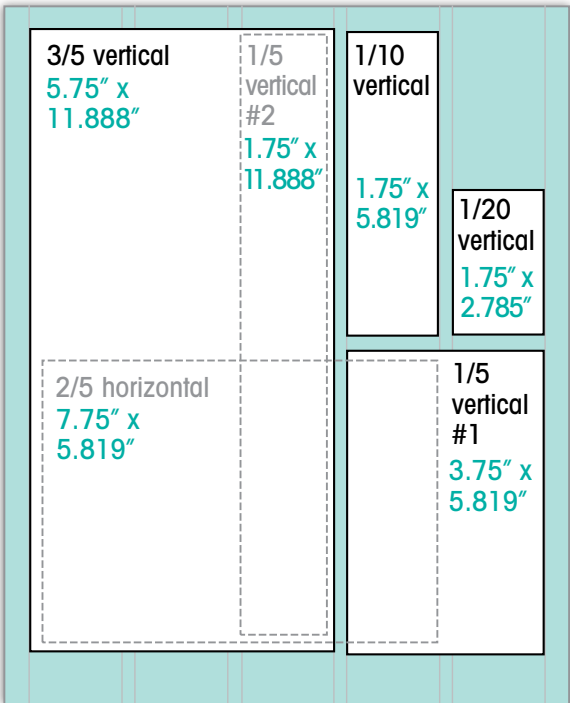
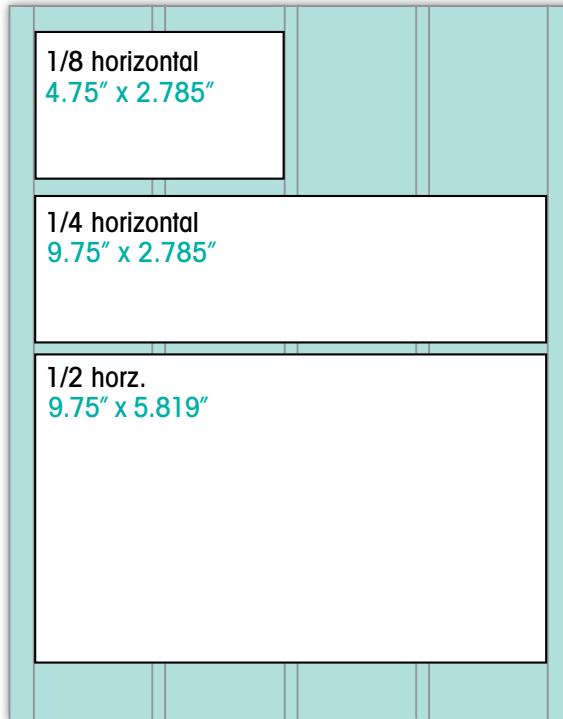
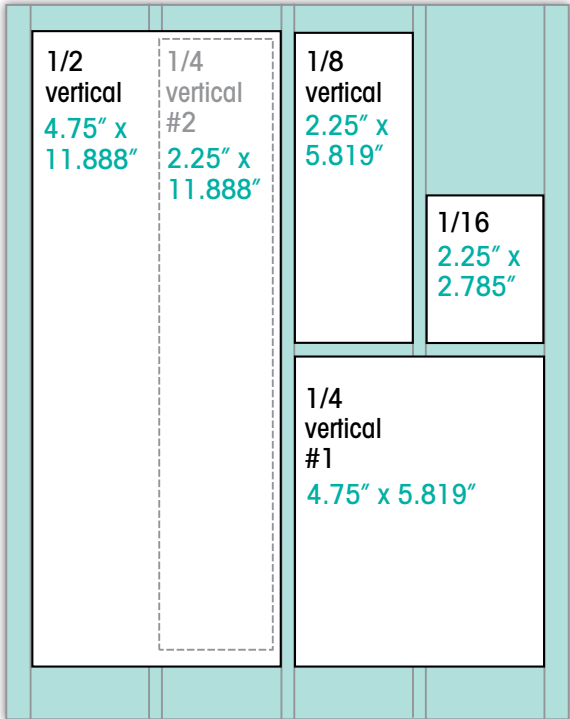
**FULL PAGE AD DIMENSIONS:**

**9.75 inches wide by 11.888 inches tall**

**Do NOT include crop or registration marks**

## PRINT AD DIMENSIONS

Effective Nov. 13, 2017



## When Submitting Your Own Artwork

**Moonshine Ink prints on a web press. Two HUGE considerations of this type of printing are:**

**REGISTRATION:** The web press moves incredibly fast. Four plates line up to make every element on the page. To keep things sharp, it helps to make text and graphical (logos etc.) elements with as few inks (CMYK) as possible. And ...

**W** Newsprint is porous. Ink seeps outward from the point where it gets put, which is called dot gain. So, lightening up the ink levels is preferred. If ink density is too high then the artwork starts looking muddy and may track to other parts of the page and publication.

.....

**With these two points in mind, here are some of the most important optimization tips for our press:**

- **100% K:** Set your black text and small to medium black artwork to 100% K, no other inks. In other words, not rich black.
- **Overprint Black:** In your document, set black text to overprint. If you do not know how, let us know — we may be able to help you find the setting.
- **Make It Pop:** For logos, vector artwork, or text, keep colors to no more than 3 inks. Less is better. This will make the colors vibrant.
- **Reverse It Right:** If there is reverse text, make it at least 10 pt., thicken it up, and place it atop a 1- or 2-ink background color.
- **Photo Adjustments** are best adjusted to lighter than you think. Sharpen those images so the edges are defined. We can help optimize photos.
- **Yellow can be hard to read** by itself when printed on newsprint so we suggest adding a 10% magenta.
- **Black text on a screened box:** Make the screen a maximum of 30%. If the screen is darker, the type may be hard to read. Make the screen a minimum of 10%, because anything lighter may not show up as much as you'd like.

- Do NOT include crop or registration marks.
- Digital files may be submitted as pdfs, jpgs, tifs, or eps.
- Any images or artwork need to be 300 dpi at actual size. Be sure to scan artwork at 300 dpi. Do not upsample images.