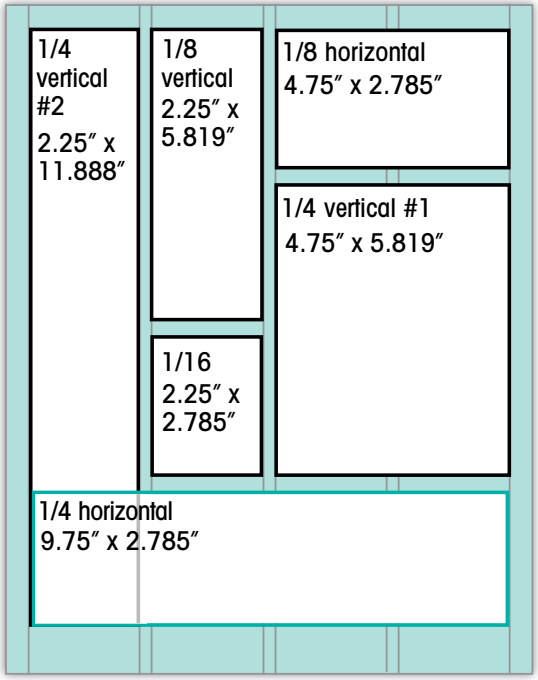
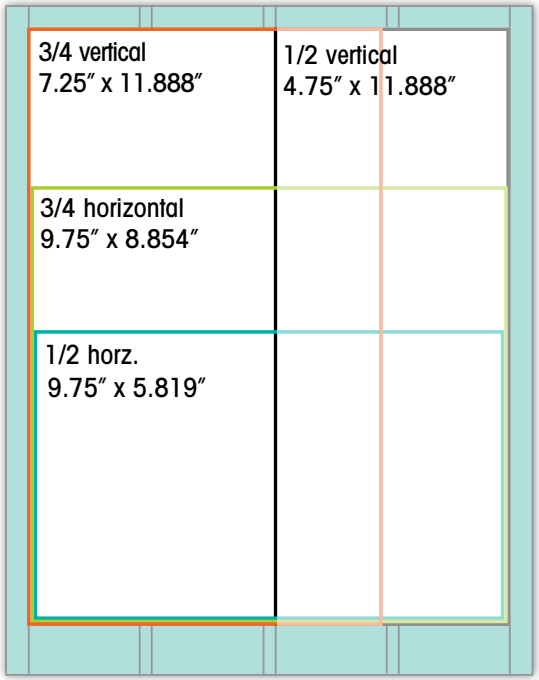
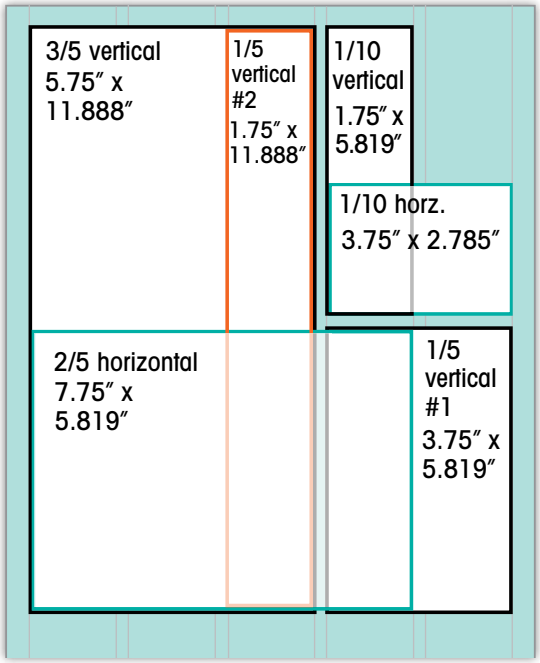
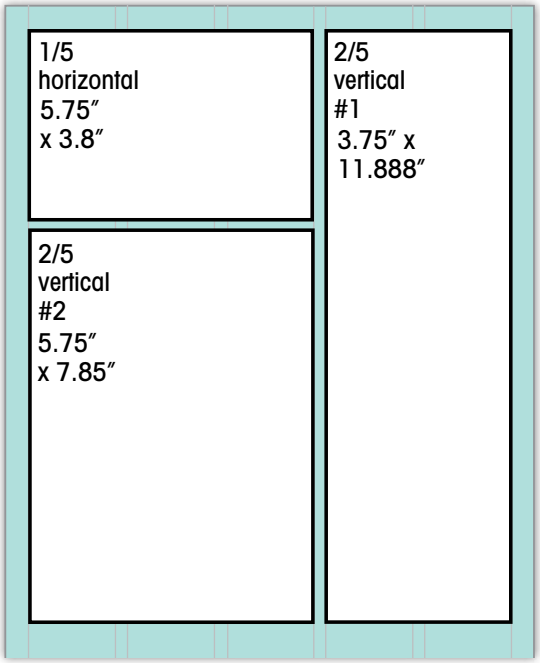
PRINT AD DIMENSIONS









CREATING YOUR OWN ARTWORK?

Here are some tips to make it SHINE.

***Moonshine Ink* prints on a web press.**

Two HUGE considerations of this type of printing are:

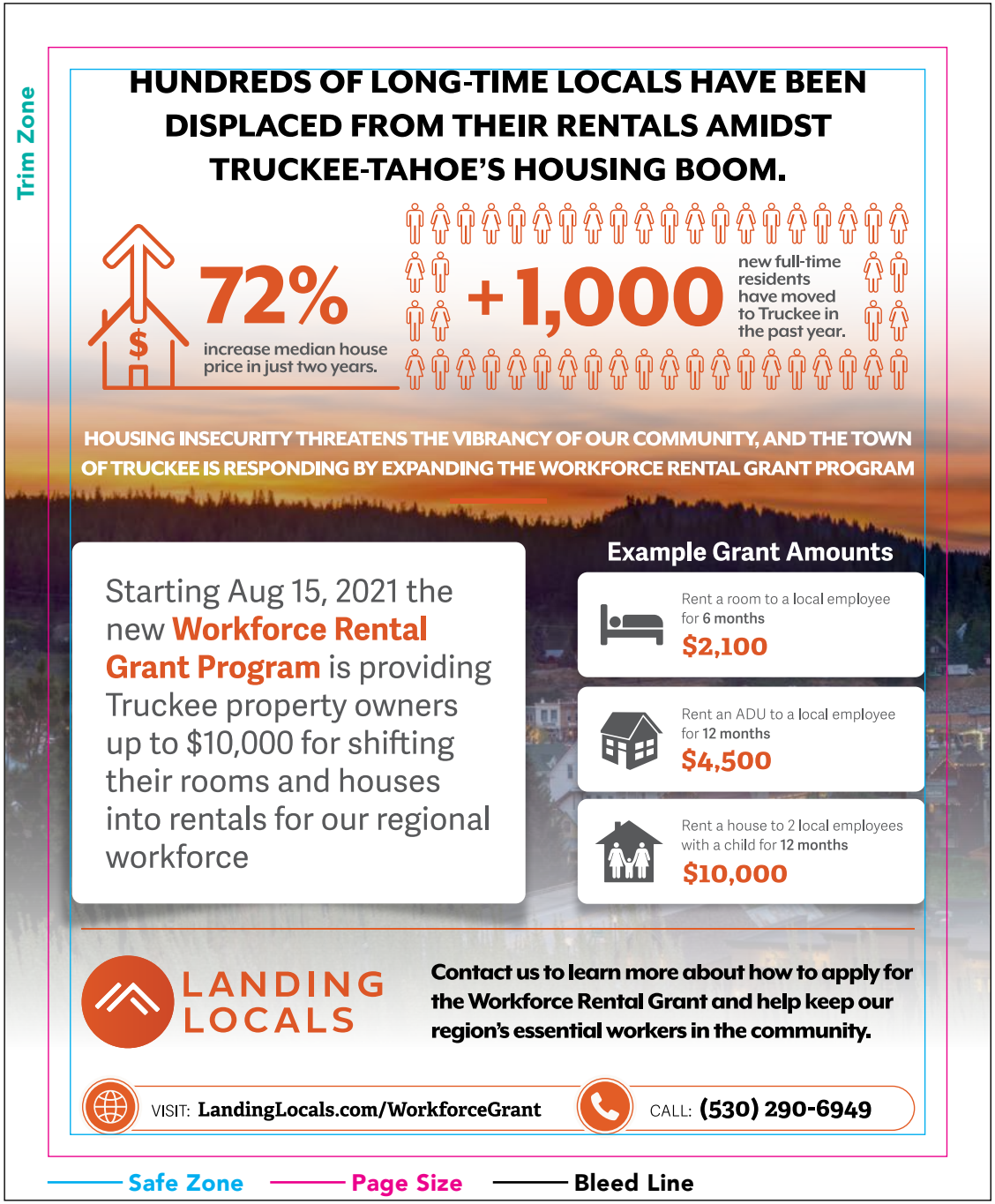
REGISTRATION: The web press moves incredibly fast. Four plates line up to make every element on the page. To keep things sharp, it helps to make text and graphical (logos etc.) elements with as few inks (CMYK) as possible. And…

DENSITY: 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 and makes 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.

PRINT AD DIMENSIONS



FULL PAGE AD WITH BLEED

Final File Dimensions: 11.25 inches wide x 13.65 inches high

A .5 inch bleed is required on our press.
Make sure all critical elements such as text, graphics, logos, etc., fit within the Safe Zone blue box, which is 9.75 inches wide x 12.15 inches high.

Anything that extends outside the blue box is subject to trimming, thus the area from the Page Size pink box to the Bleed Line black box is called the Trim Zone.

For the best results you will want to extend your background photo/graphic or color to the Bleed line. Any borders outside of the blue box are not recommended due to shifting in the trimming process which could make them appear uneven.

Your final file dimensions should be 11.25 inches wide x 13.65 inches high.

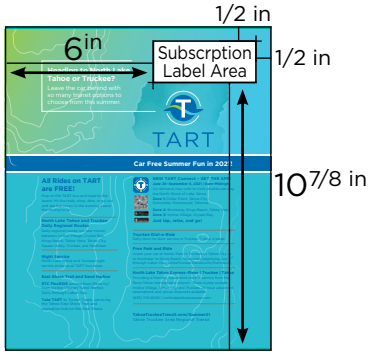
FULL PAGE AD WITHOUT BLEED

Final File Dimensions: 9.75 inches wide x 12.15 inches high

All content should fit within the Safe Zone blue box including any background photos/color.
Your final file dimensions should be 9.75 inches wide x 12.15 inches high.

BACK PAGE ADS ONLY: SUBSCRIPTION LABELS

Our subscription labels (for those who receive the paper via mail) go on the back page.

Please take into consideration the placement and size of the label when designing your ad.

The subscription label is 4 inches wide by 1.33 inches tall and will be placed approximately .5 inches from the top and right edges. Thus we recommend not putting text in this area.