



- Subscription and paid newspaper
- Published 52 Wednesdays a year
- Mailed to subscribers' homes

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AD SUBMISSION GUIDELINES & SPECIFICATIONS

Digital Files

We prefer PDF files that are prepared for CMYK printing with all fonts embedded. File resolution, at size, is 300dpi. Please be sure ad is sized correctly. Ad integrity will be lost if ad is resized. Unlock all elements of the PDF. **Note:** *Small type will lose crispness when printed on newsprint, colors may vary from original seen on computer screen.*

If a PDF file is not available, the following is a list of file formats that we will accept:

InDesign CS5: Preferred format. If using CS6, export the file as an InDesign Interchange document or PDF.

Illustrator EPS: All fonts should be outlined and all images should be embedded. Images should be at least 300dpi.

Photoshop: TIF, JPG or EPS files converted to CMYK format. File should be one layer and 300dpi. Please be sure ad is sized correctly. Do not resample low resolution images.

Attention PC Users: We do not accept any files other than those stated above.

Email

Email attachments should be NO LARGER THAN 5MB. Send ad files to ads@thearknewspaper.com or to your ad sales rep. Please identify advertiser's name in the subject of the email and notify us by phone when sent.

Large Files

Files larger than 5MB must be sent to *The Ark's* FTP site. Call for details about sending FTP files.

Disks

Files may be submitted on CD or flash drive.

Terms & Conditions

Established *Ark* advertisers are billed monthly. Accounts are due and payable within 30 days. Prepayment is required for first-time advertisers, one-time advertisers, political ads, going out of business ads and ads for which credit has not yet been established. Late fees will be added to all overdue accounts. VISA and MasterCard are accepted.

The Ark retains the right to reject any ad or insert, or to require its revision before publication. Contract conditions and advertising rates are subject to change upon 30 days notice.

Publisher's liability for errors in advertising will not exceed the cost of that portion of space occupied by each error, nor will the liability for errors on multiple insertions exceed the cost of the first ad. Claims for adjustment must be made within seven days of publication. Errors which do not materially affect the value of the ad will not be considered for make-good. *The Ark* is neither responsible for errors in original copy nor for misrepresentation of products or services by the advertiser. *The Ark* is not responsible for reproduction material left more than 30 days.