



High Plains Journal/Midwest Ag Journal

# Digital Art Policy

## Sending Digital Materials

### Advertising Materials

files under 5MB

[art@hpj.com](mailto:art@hpj.com)

### News Releases & Photos

files under 5MB

[journal@hpj.com](mailto:journal@hpj.com)

### New Product News

files under 5MB

[newproducts@hpj.com](mailto:newproducts@hpj.com)

### FTP Site

files over 5MB

[www.hpj.com/uploadart.cfm](http://www.hpj.com/uploadart.cfm)

### FTP Upload

User ID: art

Password: hpjart

Host: www.hpj.com

### Mail

Attn: Advertising Coordinator

1500 E. Wyatt Earp Blvd.

Dodge City, KS 67801

## Preferred Formats

- \* Adobe PDF (see PDF tips section below)
- \* Adobe Creative Suite 3
- \* Most file formats, including Quark Xpress
- \* Not accepted: Microsoft Publisher, Corel Draw
- \* Working in another file format? Contact us.

## PDF tips

- \* Make sure PDF is correct size
- \* Do not use compressed pictures
- \* No security settings
- \* Specify spot colors
- \* Black type must be 100% black

## Requirements

- \* Supply packaged, collected, or similar output files, include linked files, fonts
- \* Include color proof with disk or fax proof with e-mail/FTP upload

## Publication Information *See Display Rate Book for additional information*

**Line Screen – Coated Stock:** 175 lines/inch

**Line Screen – Newsprint:** 120 lines/inch

**Dot Gain – Coated Stock:** 16% on black

**Dot Gain – Newsprint:** 20% on black

**Image resolution:** 300 dots per inch

**Color:** Indicate if job is 4-color process or spot color, specifying Pantone number(s). Be sure corresponding files indicate correct spot colors. Minimal color correction is done in the production process. For deadlines, reference Display Rate Book.

**Fonts:** Send files of all fonts used in non-PDF or rasterized EPS files.

**Photo Quality:** Scan photos at 300 DPI or higher. Save photo files as TIFF, JPEG or Photoshop Raw files. If color, scan in RGB mode and convert to CMYK mode. Please note that photos in printed brochures, catalogs or faxes cannot be used.

**News Releases/New Product News:** Compose news release in word processing document or body of an e-mail message. Photos should be 5" x7" or smaller.

**Trimmed Page size:** 11" x 15"

**Tabloid size:** 10.083" x 14" (non-bleed size)

**Bleeds:** Extend image 1/4" beyond each page edge

**Tabloid Spread size:** 22.25" wide (non-bleed size)

**Junior Page Spread size:** 17" wide (non-bleed size)

## Column Width Guide

Column	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Picas	11p6	23p9	36	48p3	60p6
Inches	1.917	3.958	6.00	8.042	10.083



**Questions? Call 1-800-452-7171**

Advertising Coordinator: 1-800-452-7171, ext. 1846

09-0344 HPP1