



## DIGITAL AD REQUIREMENTS

### AD MATERIALS SPECIFICATIONS

Yankee Publishing Inc. requires ad materials in a digital form.

### ACCEPTABLE MEDIA

- CD/DVD-ROM
- USB Flash Disk

### ACCEPTABLE FILE FORMATS

- QuarkXPress (v6.5 or higher)
- Adobe InDesign (CS2 or higher)
- Adobe Illustrator (v8 or higher)
- Adobe Photoshop (v5 or higher)
- Print-resolution PDF (Adobe Acrobat v4 or higher)\*

\*Download our PDF job options at:

[YankeeMagazine.com/joboptions](http://YankeeMagazine.com/joboptions)

### TECHNICAL SPECIFICATIONS

- All color images should be supplied CMYK (no RGB or PMS).
- Line art should be supplied at 1,200 dpi or Scitex res 72 (both at 100%).
- CT art should be supplied at 300 dpi or Scitex res 12 (both at 100%).
- Minimum reproducible dot size is 3%.

### CONTRACT PROOFS

So that we may provide you with the best service, please supply a contract proof \*\*; Yankee cannot be responsible for reproduction of your ad without a supplied contract proof made from the supplied file.

- Color—Kodak Approval, Iris at 100%.
- B&W—Laser print at 100%.

### DIGITAL MATERIALS CHECKLIST

- Files loaded on acceptable media
- Acceptable file.
- All fonts (printer and screen). Please do not use TrueType fonts.
- All four-color source images converted to CMYK (preferred formats: EPS, TIFF, and Scitex CT).
- 100% laser (B&W ads) or 100% contract color proof \*\*.

\*\*If you are unable to obtain a contract color proof, please call 800-736-1100, ext. 168.

### DIGITAL AD MATERIALS DELIVERY OPTIONS:

#### SHIPPING ADDRESS

*Yankee Magazine*

Attention: Advertising Production  
1121 Main Street  
Dublin, NH 03444  
Phone: 800-736-1100, ext. 168

#### E-MAIL

- File size 4 mg or under:  
[janetg@yankeepub.com](mailto:janetg@yankeepub.com)

#### FTP SITE UPLOAD

All information must be entered in lowercase.

- Using host client, sign on to:  
[mx01.yankeepub.com](http://mx01.yankeepub.com)  
(mx "zero one".yankeepub.com)
- User Name: yankee
- Password: yankee04  
(yankee "zero four")
- Place ad materials in the top folder:  
Advertising\_Incoming
- Confirm to Janet Grant at  
[janetg@yankeepub.com](mailto:janetg@yankeepub.com)  
that the ad has been uploaded

#### QUESTIONS

- Phone: 800-736-1100, ext. 168
- Fax: 603-563-8516
- E-mail: [janetg@yankeepub.com](mailto:janetg@yankeepub.com)

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DUBLIN, NH  
03444-0520

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F 603-563-8732

YANKEEMAGAZINE.COM  
NEWENGLAND.COM