

# Coastal Empire News

Publishers of

The Business Report & Journal • Coastal Family Magazine • Island Living News  
The Southside News • The Event Planning Guide • Coporate Holiday Guide

## ACCEPTED GRAPHICS AND FILE FORMATS

### WE HAVE THE FOLLOWING GRAPHIC SOFTWARE FOR MACINTOSH:

1. Adobe Illustrator CS (all Illustrator files must be saved as CS documents or lower; we can not open Illustrator files above this version. Please save at CS or lower.)
2. Adobe Photoshop CS
3. QuarkXPress 6.1

### RESOLUTION:

Different types of paper use different resolutions. Newsprint products such as The Business Report and Coastal Family require 200 DPI (dots per inch). Glossy publications such the Event Planning Guide and the Book of Lists cover require 300 DPI)

*PLEASE NOTE:* Images taken from web sites are NOT acceptable, due to the significant difference in resolution.

### TO SEND ADS:

1. PDF (Make sure all fonts are embedded, color is CMYK or GRAYSCALE, resolution is 200 DPI for newsprint, 300 dpi for glossy.)
2. Photoshop TIF or JPEG (Color is CMYK or GRAYSCALE, resolution is 200 DPI for newsprint, 300 dpi for glossy)
3. Collected Quark document, including all fonts and images.

### TO SEND IMAGES (PICTURES AND LOGOS) FOR ADS OR STORIES:

1. TIFF-CMYK for color ads and GRAYSCALE for black and white ads (200 DPI for newsprint, 300 dpi for glossy)
2. JPG
3. EPS Logos (always include all artwork, and convert all text to outlines so that no font inclusion is necessary.)

4. PDF (Make sure all fonts are embedded, color is CMYK or GRAYSCALE, resolution is 200 DPI for newsprint, 300 dpi for glossy)

### CAMERA READY ADS:

1. CD and Zip disks
2. BW high quality print out (used only for b/w ads. If the laser quality is high, we can scan from that output. It cannot be from an inkjet printer – only laser.)

### E-MAILING ADS:

1. Please compress or “stuff” the archive whenever possible to minimize the download time.
2. Cannot be larger than 3 mb.
3. Please do not send images or ads embedded in a Word document.

### FTP SITE:

1. Files larger than 3mb can be placed on our FTP site. Call the graphics department for more information.

### GENERAL:

1. When sending an ad to us on disk, we ask that you always send us a hard copy proof of that ad so we know what the ad should look like.
2. All black and white ads should be sent in black or grayscale – not in color (CMYK or RGB).
3. Color images can be converted to grayscale, but grayscale images cannot be converted to color.
4. For printed graphics please use a resolution of absolutely no lower than 200 dpi.
5. For web graphics the resolution must be at least 72 dpi, and color saved as RGB.

To mail camera ready ads to us:

COASTAL EMPIRE NEWS: 340 Eisenhower Dr., Suite 240, Savannah, GA 31406

To email a document to us the address is:

### For The Business Report & Journal:

production@savdailynews.com

### For Coastal Family & All Other

**Publications:** art1@savdailynews.com

Please list your company name in the subject area when you address the email.

Feel free to call us if you have any questions.

### Graphics Department:

912-351-9122 (Ext. 30 or Ext. 31)

6605 Abercorn, Suite 208 • Savannah, GA 31405

phone: (912) 351-9122 • fax: (912) 351-9045