

MATERIAL SUBMISSION

Our goal is to print a quality direct mail advertising magazine that will promote your business. Printing an impressive ad is dependent upon your input!

TO ENSURE THE BEST RESULTS, PLEASE FOLLOW THESE GUIDELINES:

DEADLINE We are on a deadline so please submit your ad copy by the specified deadline. The earlier, the better!

FILE FORMAT Accepted files: EPS, JPEG, TIFF, AI, PSD and PDFs.
Files must be a minimum resolution of 300 dpi and CMYK color mode.

COUPONS All coupons must be on the right half of the ad. This is to ensure that coupons printed on the reverse side of the page will not be cut out.

COLOR BLACK If you have black boxes, circles or other items that should knock out of color backgrounds, use 99% instead of 100% black. Otherwise they may overprint, showing the color below them. For best results, black text should be made up of 100% black only. Do not use 4-color black please.

IMAGES/LOGOS For best results, please provide an original high-resolution (minimum 300 dpi) image. Scanned photos and images will result in lower quality.

PDFs We can accept ready made ads as PDFs. These ads must fit our size specifications and our layout format—all coupons must be on the right side of the ad. All PDFs must be done in CMYK color mode, all fonts should be postscript or Open Type. Be sure to embed all the fonts. All Ads require a 2 point black stroke border around the outside of the entire ad. This will be added if not already included so please provide proper margins for text close to the edge of your ad.

AD SIZES	Full Page	W: 6.5" x H: 9.2"	2/3 Page	W: 6.5" x H: 6.125"
	3/4 Page	W: 6.5" x H: 6.875"	1/3 Page	W: 6.5" x H: 3.0"
	1/2 Page	W: 6.5" x H: 4.5"	1/6 Page	W: 3.1875" x H: 3"
	1/4 Page	W: 6.5" x H: 2.125"	Mall Page	Please Call/E-mail

CORPORATE WEBSITES If you would like us to use an image from a corporate website, we require that you submit specific, detailed instructions to lead us to the image. These directions must include the exact web address, the user name and password and the precise path that will allow us to navigate to the exact image.

EMAIL We can accept ad information via e-mail at: amanda@lakesmarketinggroup.com. Please note in e-mail the name of your business and how you can be reached.

QR CODES In order for codes to scan properly they must be 3/4". This will take up a significant amount of space and it is not recommended that you included these in ads smaller than a full page. You are welcome to use these however, we cannot guarantee that they will scan properly in smaller ads.