



### AD SIZES

- Full Page . . . . . 10 1/4" w x 15" h  
(no bleeds available)
- 2/3 page . . . . . 6" w x 15" h
- 1/2 page horizontal . . . . . 10 1/4" w x 7 1/8" h
- 1/4 page island . . . . . 5" w x 7 1/8" h
- 1/4 page vertical . . . . . 4" w x 9 1/2" h
- 1/8 page horizontal . . . . . 6" w x 3 3/8" h
- 1/8 page vertical . . . . . 1 7/8" w x 9 1/2" h
- 1/8 page island . . . . . 4" w x 4 3/4" h
- Business Card . . . . . 4" w x 2" h

**Northern Aquaculture** is printed on a web press using 50lb high quality bright white newsprint. The finished trim size is 16.25" x 11".

### COLOUR/RESOLUTION

Please ensure that your full colour ads are separated cmyk. All spot colours are considered process and must be separated cmyk. We reserve the right to convert spot colours to cmyk and cannot be held responsible for unpredictable results. Ensure all black text is on black plate ONLY. White type should never be under 9pt and should be bold when placed on a colour background.

Northern Aquaculture is printed at 100 line screen. Please ensure that all photos are at least 200 dpi resolution. A 20% dot gain can be expected. Decrease black levels in all images, sharpen significantly for best reproduction.

**Production Department: 1.709.754.5059 Fax: 1.709.754.5067**  
**Email: [production@northernaquaculture.com](mailto:production@northernaquaculture.com)**

### ELECTRONIC FILES

**Northern Aquaculture operates a Macintosh workflow and prefers ads in the following formats:**  
 Adobe Acrobat PDF, EPS, TIF, InDesign, Adobe Illustrator to CS3, Adobe Photoshop to CS3.

**Adobe Acrobat PDF Files**—Preferred files are generated by Adobe Acrobat using the Distiller Job Option **PRESS SETTING**.

Distiller Job Options settings:

- Compatibility: Acrobat 4
- Optimize PDF w Resolution: 2400 dpi
- Compression for Color and Grayscale
- Check the Embed All Fonts box
- Color...specify Leave Color Unchanged

#### Adobe Photoshop to v. CS3

- Save as tiff format or supply PSD.
- Flatten all layers
- Convert to CMYK, 20% dotgain, light black ink generation
- Compression set to NONE!

#### Adobe Illustrator to v. CS3

- Save as EPS Files
- Create outlines/paths of all text
- All imported images must be embedded or linked and included.

- Save the file as CMYK with an output resolution no lower than 800 dpi

#### Adobe In-Design CS3

- Collect for output with all fonts and Graphics
- Compress all items into one file
- Fax proof of ad for reference

#### Other formats:

Corel Draw files must be saved as eps files compatible with Adobe Illustrator. If possible please supply graphics and photos as additional separate files)

#### Unsuitable formats

Adobe Pagemaker (not supported)  
 Microsoft Word / Microsoft Publisher files (not supported). If you have created your ad in a Microsoft product and unable to save as a PDF file, please send fax of layout and send text and images by email. We will layout the ad, art charges may apply.

#### Compression:

When emailing ad files it is always preferred to compress your files. Northern Aquaculture can accept .zip or .sit files.

#### Sending Files

Files up to 5 mb can be sent by email to [james@capamara.com](mailto:james@capamara.com)  
 Over 10mb, please use a method below and email notification:

#### web browser

<http://www.hatcheryinternational.com/cap-drop.html> Multiple Files must be compressed. 1 file per upload session. Size limit 60mb

#### FTP

Host: helpdesk.islandnet.com  
 UserID: capamara  
 Password: design

#### IDISK (for Mac users)

<http://idisk.mac.com/capamara-Public>

#### Labeling: Label your file name with your company name, not ours.

Email us if you are unsure about anything.