



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 horizontal 6" w x 6" 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

Please ensure that your full colour ads are separated cmyk. All spot colours are considered process and must be separated cmyk.

SCREENS

Halftones and screens are printed at 100 line screen. A 20% dot gain can be expected. Please ensure that all photos are at least 200 dpi resolution. Decrease black levels in all images, sharpen significantly for best reproduction. Ensure all black text is on black plate ONLY. White type should never be under 9pt.

FILM

Film is only accepted in very special circumstances.

Production Department: 1.709.754.5059 Fax: 1.709.754.5067
Email: production@northernaquaculture.com

ELECTRONIC FILES

Northern Aquaculture operates a Macintosh workflow and prefers ads in the following formats:
 Adobe Acrobat PDF, InDesign, QuarkXPress 5.0, Adobe Illustrator 8.0 to 10.0, Adobe Photoshop 7.0.

Adobe Acrobat PDF Files—Preferred files are generated by Adobe Acrobat 4 or Acrobat 5 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 Ver. 7.0

- 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 (10.0) & Macromedia Freehand (9.0)—

- 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

QuarkXPress (4 or 5) & Adobe In-Design

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

Other formats:

Corel Draw (IMPORTANT: Corel files must be saved as eps files compatible with 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. Hatchery International can accept .zip, .sit or .sea files. IMPORTANT: when emailing or FTPing your ad please fax a proof to our office.

Sending Files

UPLOAD link at www.hatcheryinternational.com/advertising.html. Files up to 5 mb can be sent by email to production@hatcheryinternational.com Over 10mb, please call for FTP details.

Labeling:

Please label your ad files with the client name first and foremost. PC files require the proper file extension name; .qxd (QuarkXPress) .eps (graphics postscript file)

IMPORTANT: Label your file name with your company name, not ours.

Email us if you are unsure about anything.