



MONTANA QUARTERLY

P.O. 1900, Livingston, MT 59047
themontanaquarterly.com
406.333.2154

Ad Submission Guidelines

All files must be high resolution (300dpi) CMYK and sized to the EXACT specifications on the current rate card.

**PREFERRED FORMAT:
Press Quality PDF file with all fonts embedded.**

CONDITIONALLY ACCEPTED FORMATS

(High res PDF is always highly preferred. See above)

The following formats are **not preferred**, but if the ad is received no later than the space reservation deadline for the issue, our pre-press staff will review and if necessary, return the ad for correction if problems are encountered.

Adobe InDesign: File package including all fonts and images. **High res PDF is preferred.**

Adobe Photoshop: 300 dpi at exact ad size, with type layers rasterized. **NOTE: Photoshop is NOT RECOMMENDED for ads with text smaller than 15 pt. High res PDF is preferred.**

Adobe Illustrator: Embed all images and convert all fonts to outlines or include all fonts and images in a package folder. **High res PDF is preferred.**

UNACCEPTABLE FORMATS

We cannot accept the following formats: Adobe PageMaker, Corel Draw, Microsoft Excel, Microsoft Publisher, Microsoft Word, Multi-Ad Creator, QuarkXpress

IMAGES

All images need to be 300 dpi at print size. Images should be in CMYK color mode.

QUESTIONS? Our pre-press staff is happy to answer questions to help ensure the quality of your ad. If you have questions related to ad production, please contact your advertising representative. advertising@themontanaquarterly.com

TEXT

A rule of thumb for body text is 9 pt or larger. Fine print smaller than 6 pt is **not** recommended. Reversed (i.e. light text on a dark background) text smaller than 10 pt is **not** recommended (*particularly if the font has thin lines or is reversed out of a mixed CMYK color. Use reversed text with caution*).

SAFETY MARGIN

A .25" safety margin on full page ads is recommended. (Increase safety margin to .375" on the gutter edge) *Safety margin means keeping important elements such as text and logos a safe distance **within** the trim size of the page.*

RICH BLACK

For large areas of black, a rich black mixture of 20c-20m-20y-100k is recommended. For black type and line art, use 100% black.

COVER AD SPECS

If you are creating a **back or front cover ad**, please contact your advertising representative for special production specifications.

CORRECTIONS

As a rule, we cannot update or correct camera-ready ads for sizing or other errors. In the event of an error or technical problem, the individual who created the ad can re-send corrected artwork.