



New Mexico Kids!

Guidelines & Checklist for Digital Files

Because of the flexibility of digital files it is impossible for New Mexico Kids! to support all of the formatting choices. Therefore, to ensure proper rendering of your ad please try to adhere to the following recommendations.

Supported Formats and Software:

- **PDF:** is our format of choice. When you create a .pdf using the correct settings you guarantee accurate image placement and text formatting. When creating a .pdf always use the “PRESS QUALITY” setting.
- **Adobe Photoshop:** Submitting your ad as a Photoshop (or any bitmap) file is not a good idea—small text can be fuzzy and difficult to read. Photoshop, and other pixel-based programs are designed to create images—which should then be exported to one of the page layout or vector art programs listed above. These programs are designed to manage text and image placement. If you must submit your ad as a bit-mapped file, create it at 300ppi and save as a .tif.

NOTE: All blacks must be 100% black NOT 4-color blacks. All line weights must be no less than 1 pt. All hidden images must be deleted from final file.

Checklist:

- Dimensions for ad size are correct.
- If a .pdf has not been made, you have converted all fonts to “Outlines” or have included them with your document.
- All placed images have been embedded or included.
- All images are at least 300ppi (pixels per inch) - Total ink coverage, or TAC, is 240%. Anything over will lead to over saturation.
- Rules that are 4 points or below should be made up of black only.
- Small type - Sans-serif fonts 7 points or smaller, Serif fonts 12 points or smaller and fine Serif fonts 14 points or smaller should be black only.
- Type smaller than 12 points should not be reversed out of a 4-color background.

Please name your ad with your business name (e.g. Mesa Preschool.pdf). This helps us organize the hundreds of ads we get in before each magazine goes to press.



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