

Sending Ads to WholeNote

Final Inspection Checklist

The following checklist should be used to perform a final inspection of your ad before sending it to WholeNote. Performing this final check reduces the chance of errors that commonly occur in ad files. Eliminating such errors results in ads with higher quality.

DOWNLOAD A copy of this checklist can be downloaded from www.thewholenote.com/specs

Text (Colour and B&W ads):

- All Black text is made up of BLACK ONLY, with no RGB or CMYK colour component.
- Normal fonts are a MINIMUM of 6 pt.; and PREFERABLY at least 8 pt.
- White or "Reversed" text is a minimum of 11 pt. (if sans serif font like Arial) or 13 pt. (if serif font like Times).
- All fonts are EMBEDDED within the PDF file (or INCLUDED, if ad is to be made by WholeNote and a special font is required.) Alternatively, convert text to OUTLINES or CURVES
- Ad has been PRINTED and examined (not simply viewed on screen) to be sure all text is legible.

Colour Ad Images:

- All ad elements (text, drawings, logos, etc.) are made up of CYAN, MAGENTA, YELLOW and/or BLACK only (process colours). NO ad elements are made out of RGB or a SPOT colour. If images in a colour ad are black and white, they should be in GRAYSCALE mode.
- Any SPOT colour used in design has been **converted** to the EQUIVALENT CMYK process colour.

Black & White Ad Images:

- The RESOLUTION of each image is at least 200 dpi (300 dpi preferred).
- The RESOLUTION of any MONOCHROME image (graphics/line art) is 1200 dpi.
- All photos/images were **converted to grayscale PRIOR TO being imported** into ad creation software.
- All images/illustrations are in either TIFF, EPS, GIF or JPEG file format. If ad is to be made by WholeNote, images are separately attached to e-mail.
- All images/illustrations are EMBEDDED within the file (for completed PDF files), not linked.
- Photoshop® layered images have been FLATTENED prior to making the PDF

File Preparation:

- A thin **BORDER** (~0.5 pt.) surrounds periphery of ad (unless the perimeter of the ad is obvious).
- Files for FULLY COMPLETED ADS have been created and will be submitted in **PDF format**.
- Files for ADS TO BE MADE BY WHOLENOTE are sent as MS Word files or as text within the body of an e-mail – with images sent as attachments.
- Black and white ads are created to EXACT FINISHED AD SIZE and **CROPPED** to exact size.
- E-mail with ad file attached is sent to adart@thewholenote.com by deadline date.
- SUBJECT LINE of e-mail must read: ["Name of advertiser" **ad for** "month/year" **WholeNote**]. Example: "**Aldeburgh ad for Feb06 WholeNote**".
- FILE NAME indicates name of advertiser and month/year of issue in which ad is to appear, in format: "**AdvertiserName_month/year.pdf**", as in "**RoyThomsonHall_Feb06.pdf**". (Do *NOT* use a generic file name such as "Wholenote ad-final.pdf").

How Black and White Ad PDFs Should Be Prepared

Example: 3.5" wide x 3" high ad

WRONG

Why this is Wrong:

Hearts Afire!

WILLIAM VIOLET JAMES BLOGG
Conductor *Pianist*

An evening of choral music to send you around the bend! Don't miss this special occasion!

SATURDAY, MARCH 15, 2007 * 8PM

St Olav's Church, 3000 Crestwood Circle
 Tickets: \$25 Regular \$20 Seniors \$10 Students

Contact EASTWOOD CHAMBER CHOIR:
 253 Ranch Drive, Eugene, Ontario M1X M0X
 Tel: 999-525-3636 Email: info@eastwoodchamberchoir.pa

SPECIAL GUEST ARTIST
 Cassidy Hobbs, soprano

- Ad has unnecessary registration marks at top and bottom
- Ad has crop marks (instead of being trimmed to size)
- Image is in **colour** (but ad is to be black & white.)
- Too small font (6 point) used
- Ad is "floating", without its required border
- Reverse type (white on black background) is too small and thin to print successfully on newsprint. (Sans-serif font best for reversals.)

RIGHT

Why this is Correct:

Hearts Afire!

WILLIAM VIOLET JAMES BLOGG
Conductor *Pianist*

An evening of choral music to send you around the bend! Don't miss this special occasion!

SATURDAY, MARCH 15, 2007 * 8PM

St Olav's Church, 30 Crestwood Circle, Eastwood, ON
 Tickets: \$25 Regular \$20 Seniors \$10 Students

Contact EASTWOOD CHAMBER CHOIR:
 253 Ranch Drive, Eugene, Ontario M1X M0X
 Tel: 999-525-3636 Email: info@eastwoodchamberchoir.pa

SPECIAL GUEST ARTIST
 Cassidy Hobbs
 soprano

- Ad is trimmed to size
- Image is greyscale
- Border now surrounds ad (not needed if ad fully fills the space)
- Larger font used (8 pt. vs. 6 pt)
- Fonts have been embedded, or converted to curves/outlines. [Not evident, but this must be done.]
- Larger (10 point), bold san-serif font is easy to read in reversal.