



MATERIAL SUBMISSION



Our goal is to print a quality direct mail advertising magazine that will promote your business. Printing an impressive ad is dependent upon your input! To ensure the best results, please follow these guidelines:

- Meet The Deadline We are on a deadline so please submit your ad copy on time or early.

- File Format We accept files from Photoshop (EPS, JPEG or TIFF), Illustrator (EPS or AI) and PDF's.
- Coupons Must be on the right 1/2 of the ad.
- Resolution We accept high resolution images—a minimum of 300 dpi at the actual printing size. We can not use images that are made for the web as these are only 72 dpi.
- Color If you are sending us ready made artwork, the file must be in CMYK color mode.
- Photos It is best to email us original photo or image. We can scan original photographs and images. Please avoid using images from brochures or web.
- Images/Logos All logos should be crisp, and clean on a white background. Scanned artwork should be done in Photoshop at 300 dpi at 100% of the printed size. Images with type should be scanned and saved at 1200 dpi.
- PDF's We can accept ready made ads as PDF's. These ads must fit our size specifications and our layout format—all coupons must be on the right side of the ad. All PDF's must be done in CMYK color mode, all fonts should be postscript or Open Type. Please do not use True Type Fonts. Be sure to embed all the fonts.
- Ad Sizes Full Page 6.5" x 9.2" 2/3 Page 6.5" x 6.0"
 3/4 Page 6.5" x 6.8785" 1/3 Page 6.5" x 3.0"
 1/2 Page 6.5" x 4.5" 1/6 Page 3.1875" x 3"
 1/4 Page 6.5" x 2.125" Mall/Dining Please Call
- Corporate Web Sites If you would like us to use an image from a corporate web site, we require that you submit specific, detailed instructions to lead us to the image. These directions must include the exact web address, the ID name and password and the precise path that will allow us to navigate to the exact image.
- E-mail We can accept ad information via e-mail at: graphics@lakespromo.com
 Please note in email the name of your business and how you can be reached.