HOW TO IMPROVE AD QUALITY

Here are a few professional tips when designing an advertisement to be printed in our newspaper. Following these tips will ensure legibility in print.

1. Keep Text and QR Codes in 100% Black

Newspapers are printed using four colors, CMYK (Cyan, Magenta, Yellow and Black, identified as K), layered ontop of each other to make varying colors. If you use a color font, and the layers are not properly aligned, the text may come out illegible. We cannot control the alignment of colors. Our printer has to manually align all colors so we cannot ensure precise alignment. If you put the text in black, it will always come out clean because black is one of the four color layers. This is especially important for QR Codes. Note: make sure the text is 100% black and not black with all the other three colors. If you are unsure, feel free to reach out to us and we will correct it for you.
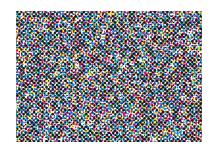
2. Do not place text over an image.

Text on an image will appear very busy because it lacks contrast. To ensure legibility, place any text outside the image.
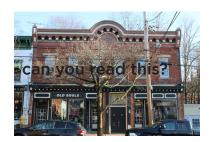
3. Files (.jpg/.pdf required) must be at least 300 DPI.

4. Remember we can design your ad for free!

There is no shame in asking for help. Our graphic designer will be happy to take your ad elements and format them into an ad for the best quality in print.

(1) Example of how color is printed in our paper. CMY are used to make up all other colors, K, black, is always printed as black.

(2) Can you read the text on this image?