

BEVERLY HILLS COURIER ADVERTISING NOTES:

Please inform the client about the ads they build.

1. **Ads need to be built in CMYK and CMYK only.**

Ads with additional spot colors would have to be converted; meaning the colors will not appear the same as what was sent to us.

2. **All fonts must either be embedded or converted to outlines.** If we don't have the font, or if it differs from the one used on the ad, the ad will look different and wrong. We don't have every font possible, so this is problematic.

3. **If the text of the ad is supposed to be black it needs to be built as 100% Black only.** If the text is made up of Cyan, Magenta, Yellow and Black (CMYK Rich Black), the text will not print crisp and clear. It needs to be black only. The more ink that gets washed over something, the fuzzier it will be. Please make sure to use 100% black and set to overprint.

4. **Please send ads as HIGH RESOLUTION PDFs.** Regular resolution files are as bad as running low res photos, it will make the ad look horrible.

5. **Ads must be sent to us at the correct size.** Please send ads to us the size they are going to run in the paper. If we stretch or shrink or squish the ad it will look different, pixilated and fuzzy. We do NOT use bleed.

6. **Ink Density.** Color ink density should not exceed 210%.

1 col. = 1.875 inches, 2 col. = 3.911 inches, 3 col. = 5.66 inches, 4 col. = 7.975 inches, 5 col. = 10 inches.

The paper live area is 14 inches tall and 10 inches wide. This equals 70 column inches. (5col x 14")

A half page would be 10 inches wide by 7 inches tall. This equals 35 column inches. (5col x 7")

A quarter page would be 5 inches wide by 7 inches tall. This equals 17.5 column inches. (2.5col x 7")

If you have any other fraction page ad, just use 70 column inches as a full page and divide accordingly. Then figure out how many columns wide you want that ad to be and divide accordingly.

Sincerely,
Beverly Hills Courier
Production Team