

The following guidelines have been produced for advertisers who produce ads for the publication WNYJOBS.com, or are sending logos/graphics for us to use in creating their ad.

We send PDFs to our printer, and request the same sent to us when a company creates their own ad. Electronic ads should be sent to your Account Representative.

We at WNYJOBS.com value your business and will extend any assistance needed. If there are questions about compatibility or print concerns, please feel free to contact:

Design Department (Monday through Thursday)

Phone: 716-648-5627

Email: artwork@wnyjobs.com

Tips to Create the "Perfect" PDF:

- Make sure ad is the correct size (see chart to the right).
- If you are creating an ad in Photoshop, be sure the document is created as **CMYK**, not RGB, and it is at least 300 DPI resolution (for legible text).
- If you are creating an ad online using Canva, please download it as a **PDF Print** document, with a **CMYK** color profile. Even then, it may not be usable due to their color processes.
- **PDF COMPATIBILITY:** Acrobat 4.0 (PDF 1.3), preset **PDF/X-1a:2001** can be used. Be sure to mark "Leave Color Unchanged" to maintain ink values and true colors (especially when using Photoshop). Always embed all fonts (set Subset to 0%).
- **Fonts** should not be below 7pt (except EOE statements, which can use 6pt).
- **Shaded boxes** should be less than 15% black if there is black text, or over 65% if there is white text.
- For **color ads**, be sure the text is a different enough color (and large enough) to be seen on top of an image/colored box.
- Please note that overly large graphics can greatly increase the size of the PDF file and cause printing problems. Try to keep graphics under 10".
- Simple text changes (price, date, code) **may** be possible to a PDF file, however modifications that require repositioning of the elements, major text changes or resizing of an ad are not considered camera ready and will require a new PDF to be sent.

The Basics:

FONTS FROM CUSTOMERS:

- Text used in graphic files should be converted to outlines
- Make sure all fonts are properly embedded in PDF files

IMAGES (LOGOS, PICTURES) FROM CUSTOMERS:

- Use Grayscale or CMYK color profiles, RGB can be converted but will not look exactly the same
- Resolution for all images should be at least 300 DPI and preferably at least 2" tall/wide; smaller images cannot be made larger without losing integrity and will not print well
- TIFF, EPS, JPEG, PNG or PDF files are acceptable for logos and graphics

PLEASE NOTE: When **uploading logos** for use on our job board, please create them as a square, with the optimal size as 600x600 pixels at 200 DPI. However, if you are uploading an image and wish us to use it in print, please follow the above guidelines.

IMPORTANT – Color ads:

- When creating your own ad, make sure all colors used to create the original document (regardless of program, including graphics) are CMYK. **Be sure to create black text as 100% black only**, not a combination (no Cyan, Magenta, or Yellow ink values).
- When using a **gray background**, please use a percentage of black ink, not a combination.
- When using a **QR code**, please use a grayscale file whenever possible to ensure higher print quality.
- We cannot change incorrect colors on our end, any incorrect file will need to be changed by you and resent.

WNY JOBS Sizes

(Picas [what we use], then inches)

1/16	14p6 x 18p9	(2.4167 x 3.125 in.)
1/8V	14p6 x 39p	(2.4167 x 6.5 in.)
1/8H	30p11 x 18p9	(5.1528 x 3.125 in.)
1/4	30p11 x 39p	(5.1528 x 6.5 in.)
3/8V	30p11 x 58p6	(5.1528 x 9.75 in.)
1/2V	30p11 x 78p	(5.1528 x 13 in.)
1/2H	63p9 x 39p	(10.625 x 6.5 in.)
FULL	63p9 x 78p	(10.625 x 13 in.)