



- Our email address: **adsdeliverg@centraljersey.com**
- PDF files are preferred for all ads
- Set PDF Distiller settings to optimize **press quality**
- We **do not** accept **Windows** platform discs or email
- **Do not** send **Microsoft** documents - **NO EXCEPTIONS**
- Remember to **embed** and **subset** all **fonts** and graphics
- Please **confirm ad sizes** with your Packet sales representative
- If you are unable to send a PDF or if you have **any questions**, please contact your sales representative or call the advertising department at 609.924.3244

WHAT TO INCLUDE IN YOUR EMAIL

- **Subject area:** — Advertiser's name
— Packet Publications insertion order number (from your sales rep)
- **Email body:** — Date of publication
— Contact name and phone number
— Note if the email replaces a file previously sent
— Don't forget your attachment!

SPECIAL CONSIDERATIONS

- **Process Color** — All photos and graphics must be CMYK. RGB files will not print.
- **Spot Color** — Do not use Pantone color.
- **Images** — The resolution of JPEG files should be at least 300 dpi.
— Photos should be scanned at a minimum of 200 dpi.
— Line art and text should be at least 400 dpi.
— All images should be scanned at their reproduction size.
— Do not dramatically reduce or enlarge the image in the ad.
- **Fonts** — Remember to embed and subset all fonts and graphics.
— The Princeton Packet reserves the right to substitute similar fonts in the event a font is not supplied with the ad or if the font is not useable.
- Our Adsend Newspaper code — **NJPRI**
— Please note: Adsend services can take HOURS to deliver materials.