

THE MICHIGAN CHEFS NEWSLETTER

DIGITAL AD SPECIFICATIONS



ASSEMBLY GUIDELINES

- Create ad at 100% of final print size.
- We accept files created in Adobe InDesign, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat Pro.
- Preferred format is a “press-ready” PDF. When distilling postscript files, be sure to embed all fonts, and set your Distiller job options to the “press” setting. PDF files exported from InDesign should also use the “Press Quality” job option.
- Other acceptable file formats are EPS, TIFF, PSD, or JPG files in RGB or CMYK color mode. Flatten all Photoshop files. Raster image resolution should be a minimum 250 DPI. Please convert all fonts to outlines when possible. When using QuarkXpress or InDesign, please include all fonts and linked images in your layouts.
- Corel Painter, Microsoft Office, and Microsoft Publisher files are NOT accepted.

SUBMISSION

- If under 10 MB, please send files via email to: **bflorge@gmail.com AND john@graphikitchen.com**
- Files can also be transferred electronically with DropBox® or Google Drive®. Please contact John Gouin at john@graphikitchen.com with questions.

MECHANICAL GUIDELINES & RATES

	MEMBER RATES		NON-MEMBER RATES	
	1 MONTH	12 MONTHS	1 MONTH	12 MONTHS
• Full Page (7.5" x 9.5")	\$225	\$2000	\$275	\$2500
• 2/3 Page (7.5" x 6")	\$150	\$1350	\$190	\$1700
• 1/2 Page Horizontal (7.5" x 4.75")	\$140	\$1200	\$165	\$1500
• 1/2 Page Vertical (3.75" x 9.5")	\$140	\$1200	\$165	\$1500
• 1/3 Page Horizontal (7.5" x 3.25")	\$110	\$900	\$125	\$1125
• 1/3 Page Vertical (2.5" x 9.5")	\$110	\$900	\$125	\$1125
• 1/4 Page (3.68" x 4.75")	\$90	\$775	\$110	\$975
• 1/8 Page Business Card (3.68" x 2")	\$60	\$500	\$75	\$675

All ad pricing is based on client supplied press-ready artwork. Graphic design and ad production is available at \$100 per hour.

The Michigan Chefs newsletter is published 12 times per year. Call Brian Lorge at (734) 320-8738 to reserve your ad space now!

Job Postings are available! Ads are \$150 with client supplied info/art and will post on the website, in the monthly newsletter and on our **Facebook** and **LinkedIn** pages for up to 3 months.