

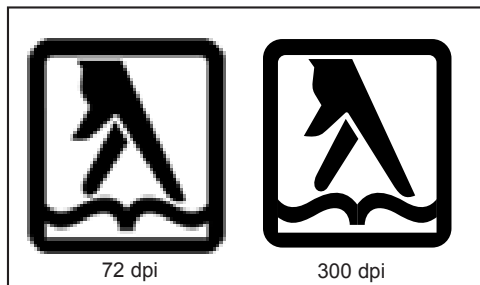
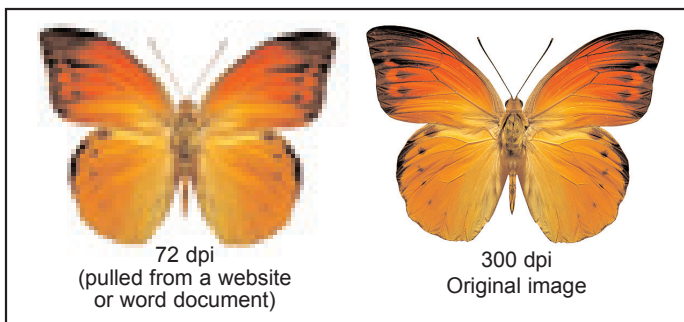
# Recipe For The Perfect Ad

Creating an attractive and successful ad for a client is like cooking a delicious meal. You have to have the right ingredients to make it work. Otherwise, it will take longer to create and may not turn out the best it could look. So, here are a few tips that will help us create the perfect ad for you everytime!

## GOOD INGREDIENTS:

• **300 DPI IMAGES & LOGOS.** Anything lower than 300 will lose quality/become digital looking/blurry and overall will not look as good.

**Note:** Images taken from the Internet **DO NOT** work because they are usually below 72 dpi. They look great on a computer screen and in email but will reproduce poorly on a professional press.



• **CMYK OR GRAYSCALE IMAGES.** These are the ONLY formats we should get for images and ready made ads if possible. Internet and digital camera images usually are always RGB. If we get anything in RGB, we have to convert it to CMYK or grayscale. This tends to “dull” or messes with the original quality of the file or artwork. Ads that are sent to us in RGB will not look like the original due to converting it to CMYK.

• **PDF FILES & TIFF FILES.** Both must be made with CMYK or grayscale images to avoid problems with the files. PDF’s are preferred due to better quality, but TIFF files are also acceptable. BMP, Bitmap, Gifs and JPGS do not reproduce well due to lower quality caused by file compression. Again, anything taken from web sites or less than 300 dpi will print poorly on a professional press.

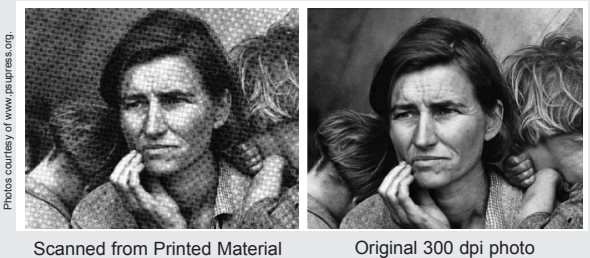
• **READABLE TYPE SIZE.** If we are building or revising an ad that requires the addition of lots of text to a small amount of space, text below 7 pt. becomes hard to read for your future customer. Since there is such a short attention span for a reader, it becomes easy for your customer to lose interest in your ad if they have a hard time reading it.

• **PC FILES.** We use PCs in the Creative Services department. So, we will need all our files to be sent to us PC compatible (otherwise we can’t open them).

## BAD INGREDIENTS!

- Files from Web sites or the Web
- RGB files
- Under 300 dpi images and logos
- Photos/Art retrieved from Microsoft documents
- Text that is not 100% black
- Photos/Art scanned from printed materials (brochures, flyers, etc.)

The reason this doesn’t work is the scan will pick up a “dot pattern” left from the first time it was printed on press. Removing this pattern after it is scanned involves blurring the image; and therefore, will lessen the quality greatly.



## **WHICH COLORS ARE HARDEST TO PRODUCE ON PRESS?**

**Green and Red.** Green is especially difficult to get accurate. Which is why “money” is printed in green. Any ads which have predominately these 2 colors, may not print exactly the way it looks on screen or printed on a RGB office printer.

## GLOSSARY:

**CMYK:** Cyan, magenta, yellow and black (professional printing)

**RGB:** Red, green & blue (common office printer & e-mail files)

**Grayscale:** black and white

**DPI:** Dots per inch

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