Vertical Extended Menu (MV) Size Guidelines

Client-supplied ads will be expected to meet these standards:

- It is recommended that ads follow best design practices:
  Lean design and essential information only.
  Ads should emphasize client logo and central image on panel 1.
  Images 225 DPI or higher.

- Coupons should go on the coupon panel. Keep coupons to 8 or less to keep ad clean and lean.

- Ads are only permitted a single QR code. The QR code can be either a client supplied QR code no larger than 1 inch by 1 inch or a CLIPP supplied QR code which will direct to Clipp.com.
  If space allows, the QR code should be located above the coupons.

- Advertisers may opt out of adding a QR code, must be communicated in ad copy.

- Home Improvement ads, Service ads & ads without coupons may not need a Clipp.com QR Code.

- Product does not bleed.

- Visible area will stick out of book.

- Job code on panel 6 & phone number on panel 2.

- FDA information can be moved to any panel .

- Avoid menu back up with coupons.

SPECIFICATIONS

FILE FORMAT

Accepted Applications:

Preferred format Adobe Acrobat – High Quality PDF

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Sorry, we do not accept PowerPoint, Publisher, Excel, Corel Draw, Pages, or Multi-Ad Creator files unless exported as a pdf.

IMAGE RESOLUTION

Color Images – minimum 300 dpi at 100%

Continuous Tone or Grayscale – minimum 300 dpi

bitmapped tif files – min. 600 dpi / max. 1200 dpi

eps, tif or jpg – no compression

COLOR

All colors must be in CMYK mode (not RGB), with process separation on. Pantone and TruMatch colors should be converted.
DO NOT embed any color profiles.

When using black in large areas or with text over 12pt, please fill with C-30, M-20, Y-20, K-100.

Smaller black text should be C-0, M-0, Y-0, K-100.

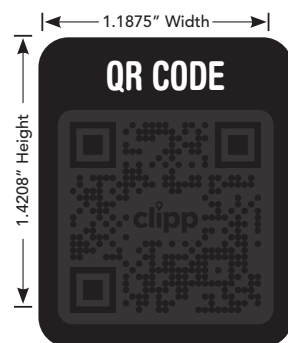### Due to quality and print issues, we cannot accept the following:

- Low resolution images (under 300dpi).

- Images from social medi & websites, Please do not send these files.
  Most pictures or graphics from social media and websites are low resolution for quicker loading speeds.

- Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles

- Spot, Pantone, TruMatch or RGB color modes.

- Styles applied to type in your application menu

For more information or help, contact our Pre-Media Dept. at CLP-PreMedia@cmag.com
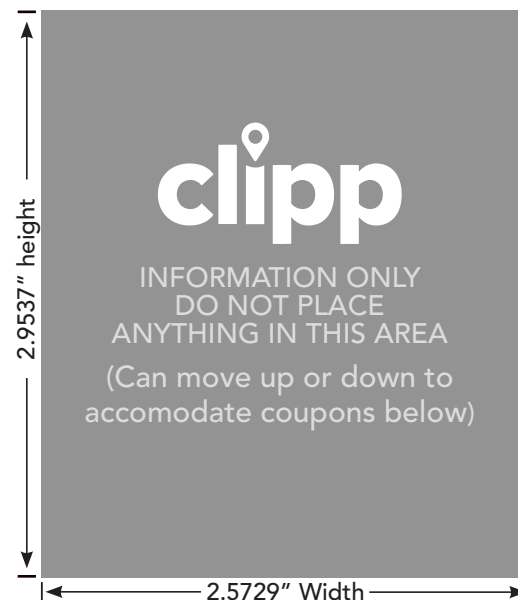
SPECIALTY ITEMS

QR CODE

Should be placed near coupons

1.1875" Width   1.4208" Height

Should be place above coupons or
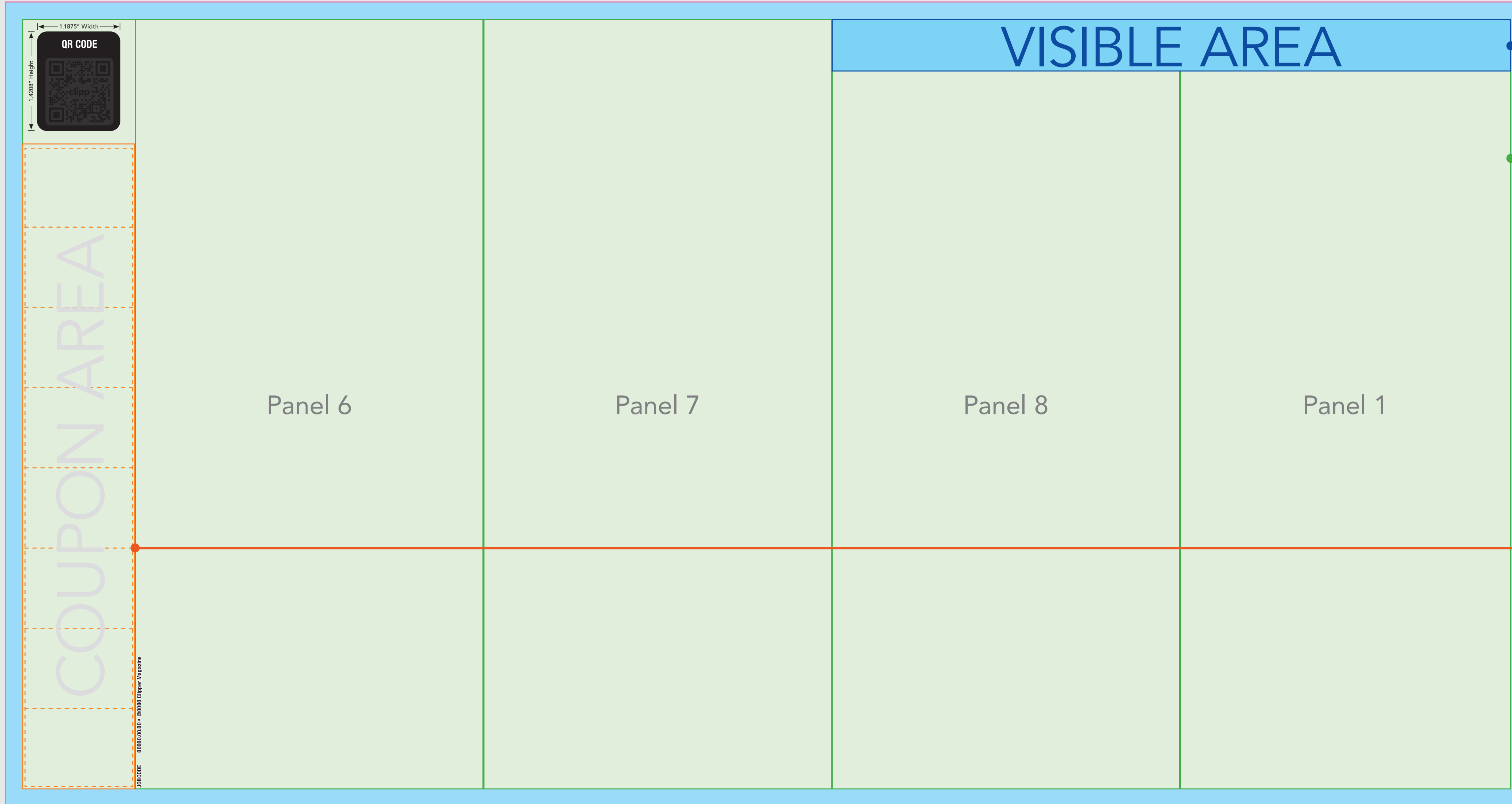top right side of front page

DEAL RIBBON

Do not place anything within this area

2.5729" Width   2.9537" Height

Should be place above coupons or
top right side of front page

Deal Ribbon
2.5729" x 2.9537"
Stays directly above coupons.

1.1875" Width
1.4208" Height
QR CODE

2.9537" height
2.5729" Width

clipp

INFORMATION ONLY
DO NOT PLACE
ANYTHING IN THIS AREA

(Can move up or down to
accomodate coupons below)

QR CODE

1.1875" Width

1.4206" Height

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COUPON AREA

Panel 6

Panel 7

Panel 8

Panel 1

VISIBLE AREA

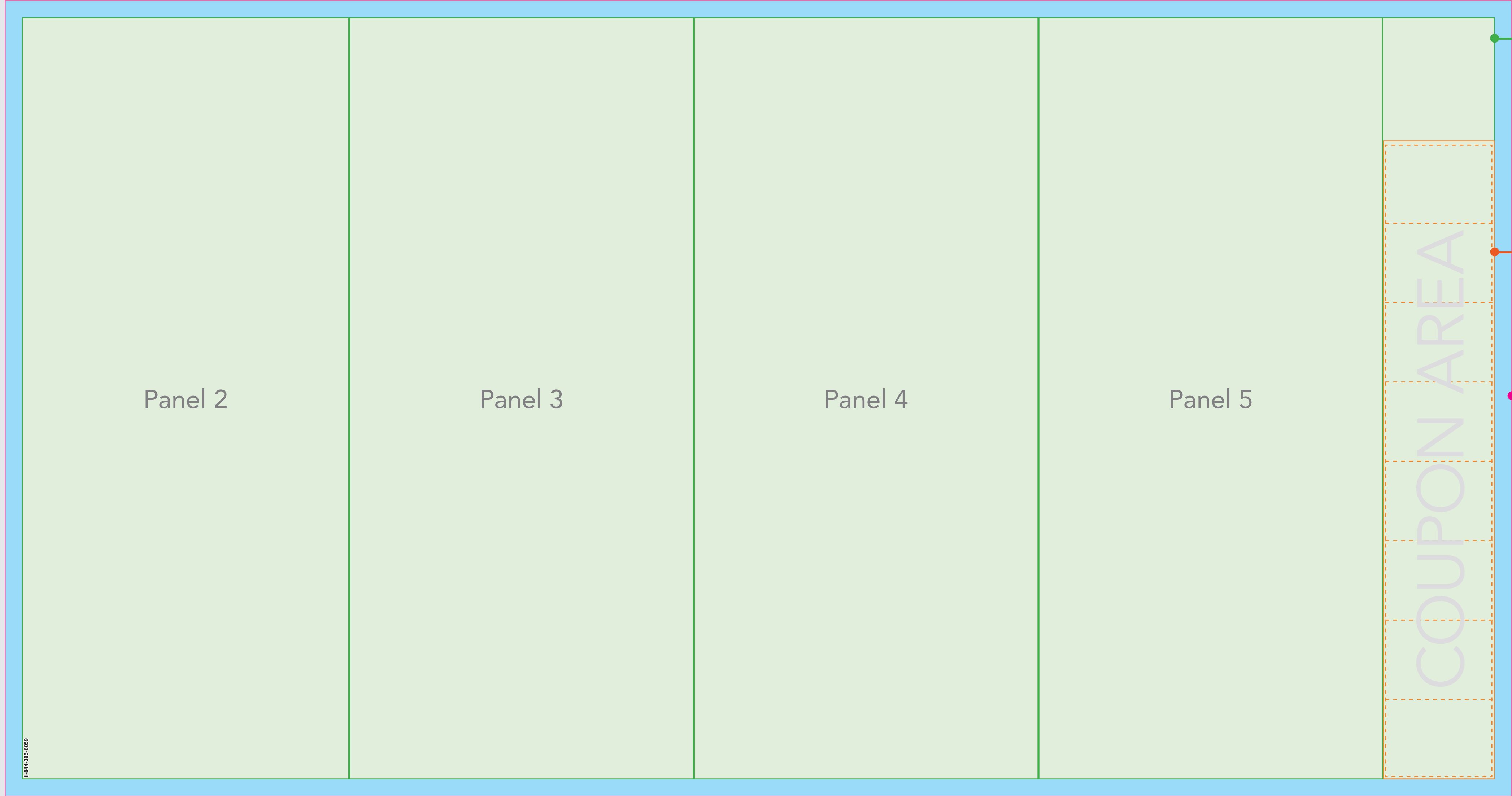JOB CODE   00000.00.00 • 00000 Clipper Magazine

Visible Area
9.6944" x 0.75"
This portion of the menu will stick out from the edge of the book.

Type-Safe Area w/ Flap
21.25" x 11"
Panel 1: 4.7222" x 11"
Panels 6, 7 & 8: 4.9722" x 11"
Coupon Area: 1.6111" x 11"
Position all vital text and design elements within the type-safe area. Any elements outside type-safe area may be cut off.

Trim Line
This indicates approximately where the paper will be cut. DO NOT BUILD TO THIS SIZE!

Coupon Area
1.6111" x 11"
Please limit to 8 coupons or less

Vertical Extended Menu / MVX / BPV
Job Code: MV
21.75" x 11.5"

1-844-385-8099

Panel 2

Panel 3

Panel 4

Panel 5

COUPON AREA

Type-Safe Area w/ Flap
21.25" x 11"

Panel 2: 4.7222" x 11"
Panels 3, 4 & 5: 4.9722" x 11"

Coupon Area: 1.6111" x 11"

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Menu / MVX / BPV
Job Code: MV
21.75" x 11.5"