Standard Size 2 Page 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.

  Images 225 DPI or higher.

- Coupons will only be permitted on the right side of the ad.

  Coupons requested to span across entire ad or on the left side will not be accommodated.

- Keep coupons to 8 or less on a coupon only ad or 4 or less on a Deal Ribbon ad, to keep ad clean and lean.

- Coupon 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 to the left of 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.

Please keep these sizes in mind when building your ad

Bleed Area 14.875"w x 11"h
Background images and art elements should extend the entire Bleed area of the template. Keep all layout elements that you don't want to be trimmed or cropped, inside of the Type-Safe Area of the template.

Deal Ribbon 2.5729"w x 2.9537"h
Must be directly above coupons. Can slide along right side to be directly above the coupons. If no coupons, it will be placed in the bottom right corner

Type-Safe Area 13.7986"w x 9.75"h
Position all vital text and design elements within the type-safe area. Any elements outside type-safe area risk being cut off.

Coupon Area 2.5729" Width
Please limit to 8 coupons or less on a coupon ad, limit of 4 or less on a Deal Ribbon ad with max height of 3.873"

Trim Line
This indicates approximately where the paper will be cut - Do not build to this size. If ad is built to this size we will stop it and send it back as inaccurate ad size. (7.1875" x 10.5")

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

Standard Size
2 Page Spread
with Coupons

COUPON
AREA

QR CODE

clipp

1.1875" Width

1.4208" Height

Bleed Area
14.875" x 11"
Background images and art elements should extend the entire Bleed area of the template. Images should be kept below the Masthead area (6.5956" height from bottom bleed line)

Type-Safe Area
13.7986" x 9.75"
Position all vital text and design elements within the type-safe area.

Coupon Area
2.5729"Width
Please limit to 8 coupons.

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