

THE MICHIGAN CHEFS NEWSLETTER

DIGITAL AD SPECIFICATIONS



ASSEMBLY GUIDELINES

- Create ad at 100% of final print size.
- We accept files created using QuarkXpress, Adobe InDesign, Illustrator, Photoshop and 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 saved directly from InDesign should also use the “press” job option.
- Corel Painter, Microsoft Office or Publisher files are NOT accepted.
- Acceptable file formats are EPS, TIFF or JPG files in RGB or CMYK color mode. Flatten all Photoshop files and DO NOT compress with LZW encoding. Raster image resolution should be a minimum 250 DPI. When using Illustrator, please convert all fonts to outlines. When using QuarkXpress or InDesign, please include all fonts and linked images in your layouts.

SUBMISSION

- Files can be mailed on CD/DVD media to:
Graphikitchen, LLC
2625 Marine Drive,
Pinckney, MI 48169
- If under 5 MB, files can be sent electronically to:
john@graphikitchen.com

MECHANICAL GUIDELINES & RATES

	MEMBER RATES		NON-MEMBER RATES	
	1 MONTH	10 MONTHS	1 MONTH	10 MONTHS
• Full Page (8" x 10")	\$165	\$1150	\$190	\$1900
• 2/3 Page (8" x 6.5")	\$120	\$950	\$145	\$1450
• 1/2 Page Horizontal (8" x 5")	\$95	\$750	\$120	\$1200
• 1/2 Page Vertical (3.75" x 10")	\$95	\$750	\$120	\$1200
• 1/3 Page Horizontal (8" x 3.25")	\$60	\$500	\$85	\$850
• 1/3 Page Vertical (2.5" x 10")	\$60	\$500	\$85	\$850
• 1/4 Page (3.75" x 5")	\$50	\$400	\$75	\$750
• 1/8 Page (3.5" x 2" Business Card)	\$20	\$150	\$50	\$500

The Michigan Chefs newsletter is published 10 times per year with July and August hiatus. Call Brian Lorge at 734.320.8738 to reserve your ad space now!

Monthly ads are now available on the website: \$45 per monthly block or \$500 for 12 months.

Job Postings are available! Ads are \$45 with client supplied info and will post in both the monthly newsletter and on the MCCA website for up to 3 months.