

PAGE RATES

INTERIOR PAGE (no bleeds)

\$200

BACK COVER (bleeds optional)

\$400

**INSIDE FRONT COVER
or INSIDE BACK COVER
(bleeds optional)**

\$300

**NEWSPRINT COLOR SEPERATION/ COLOR BALANCE,
if not provided**

\$20

DESIGN RATES, if needed:

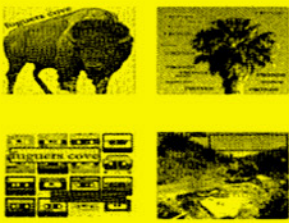
**\$50 flat fee, provide logos, photos and text
one round of editing no charge, \$20 additional edits**

\$30-\$60 copywriting

\$50 spot illustrations

\$100-\$200 full illustration

GRUNGE MUSIC



Rock and Roll
music from
Albuquerque,
New Mexico

<http://fuguerscove1bandcamp.com>

DRACULA PATCH

Voivode of Wallachia, the
little dragon, himself.
Four color, high
quality computer-
sewn graphics.
Romanian folk hero
Vampire?

\$5

ggppttree@gmail.com



Your AD Here!

let our ad
department
work for
you **red ink**
extra
pfchangz@gmail.com
.com

DOG CLOTHES

T-shirts for
dogs featuring
pithy, some-
times
crass phrases

<http://www.clubhuey.com>



POEMS

People still write
poems! Books of
insightful and
humor-filled Dave
Landsberger poetry
from the last ten
years in Chicago.

<http://www.davelandsberger.com/books>



HAVE YOU
SEEN
THIS BOY?

COOL APPAREL

Rural 70's
inspired
fashion for
the 20's.

Hats, shirts,
sweaters and
other "swag"

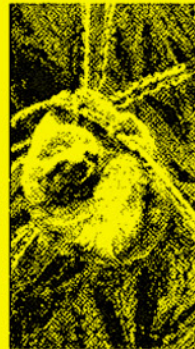
<http://www.slowandsteadysociety.com>



MAGNETS

Hand painted
one-of-a-kind
magnets. Feat-
uring landsca-
pes, cartoons,
and inspirati-
onal quotes.

[sunshineishappiness
on Instagram](https://www.instagram.com/sunshineishappiness)



BAR KEYS

Special limited
edition "Art
Deco" bar key/
bottle openers.
Smooth black
finish and
elegant gold
printing.
Delightful
designs harken to
a time forgotten.

[email: heymaximilian@gmail.com](mailto:heymaximilian@gmail.com)

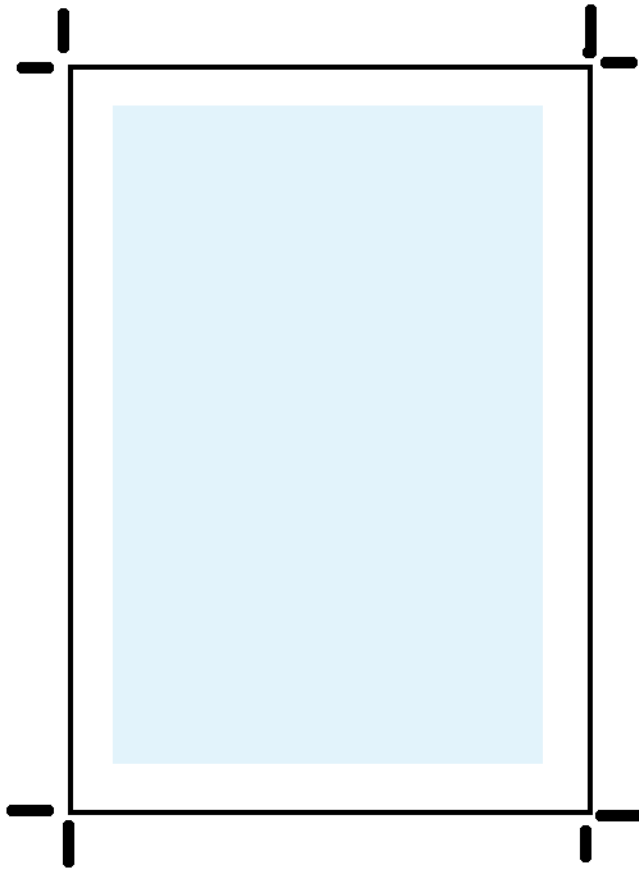
obverse design:



CLASSIFIED-STYLE ADS:

\$25 we do the design, write the copy and select the graphic.

PAGE SPECS



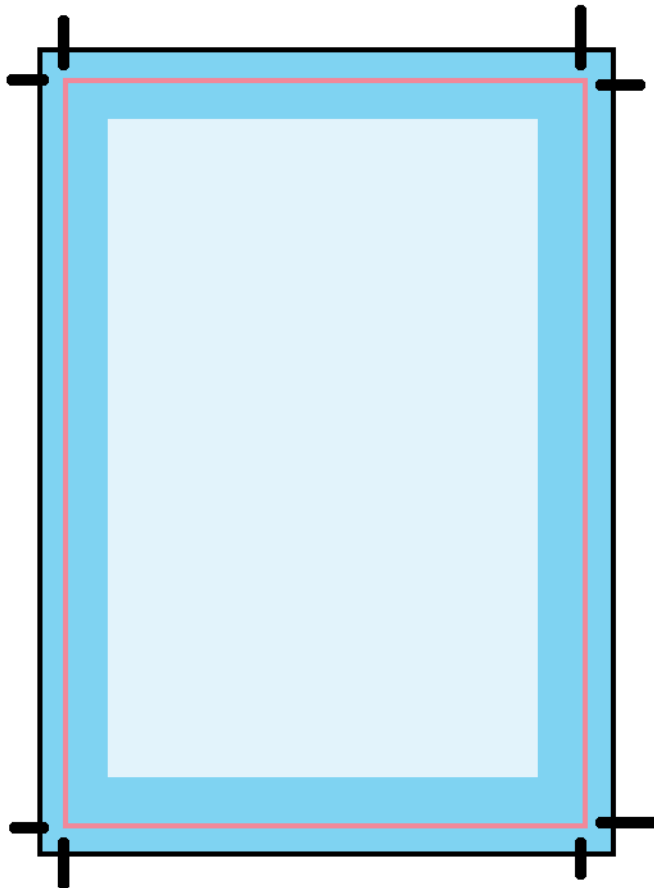
INTERIOR PAGES, NO BLEED

approx 6.7" X 10.2" canvas
.5" margins

artwork shouldn't go
into margins or it
risks being cut off

CMYK, 300 dpi

flattened image, no layers



COVERS (INSIDE OR OUT) FULL BLEED OPTIONAL

approx 6.9" x 10.5" canvas
trim line is .25" in

best to keep all necessary
artwork .5" from trim line

CMYK, 300 dpi min
600 max

flattened image, no layers

INSTRUCTIONS ON COLORS

SEPERATION and balance for Newsprint

Any black text should be 100% Black (0 cyan, 0 magenta, 0 yellow). This will ensure your text is crisp and easy to read.

✗ BLACK WITH CMY MIXED **✓ BLACK ONLY**

A general rule to follow for an ad on the interior of the book, since newsprint is very absorbent with ink, is to watch that colors do not exceed 165%, ie 0%C 50%M 100%Y 0%K.

You should be okay with, say, 200%, most of the time. For example a pure red is 100%M and 100%Y. Use heavy ink coverage, sparingly.

You do not want colors looking like 25C 82M 62Y 45K.

OK

12 Cyan
42 Magenta
15 Yellow
0 Black

OK probably

0 Cyan
100 Magenta
100 Yellow
0 Black

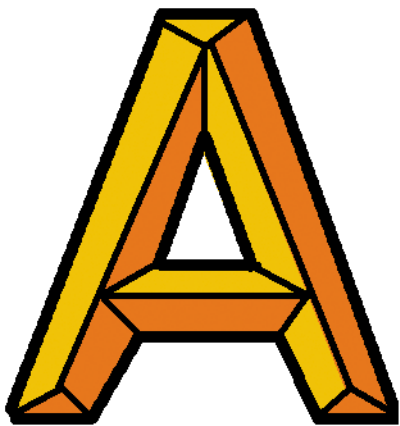
NO GOOD

0 Cyan
100 Magenta
100 Yellow
45 Black

During the webpress printing process, the color plates don't always line up.

Make sure your graphics allow for registration error.

It is recommended to have black print overlays, ie any blacks should be on a seperate channel.



ORIGINAL IMAGE



OVERPRINT
(black seperate from CM and Y)



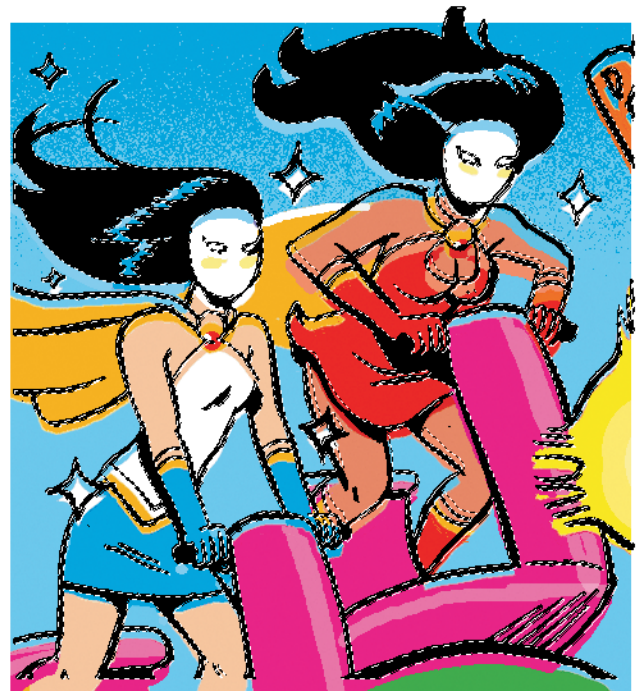
ZERO OVERPRINT
(blacks were flattened onto CMY)

Any questions/help:
ask Greg
ggppttree@gmail.com
773-431-1230

An example of black text on a color field with and without black overprinting.
An example of black text on a color field with and without black overprinting.

Converting layered artwork into press-ready artwork

IF YOU HAVE YOUR BLACK LINES ON A SEPERATE LAYER:



SELECT the layer.



DELETE layer, leave the selection



CYAN



MAGENTA



YELLOW



BLACK

TAKE A LOOK AT YOUR COLOR CHANNELS.

(next page)



CYAN



MAGENTA

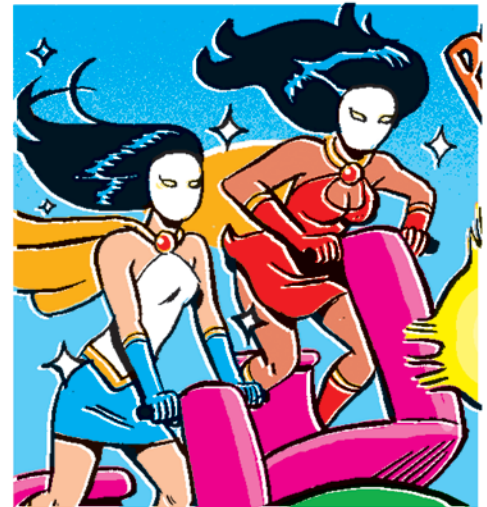
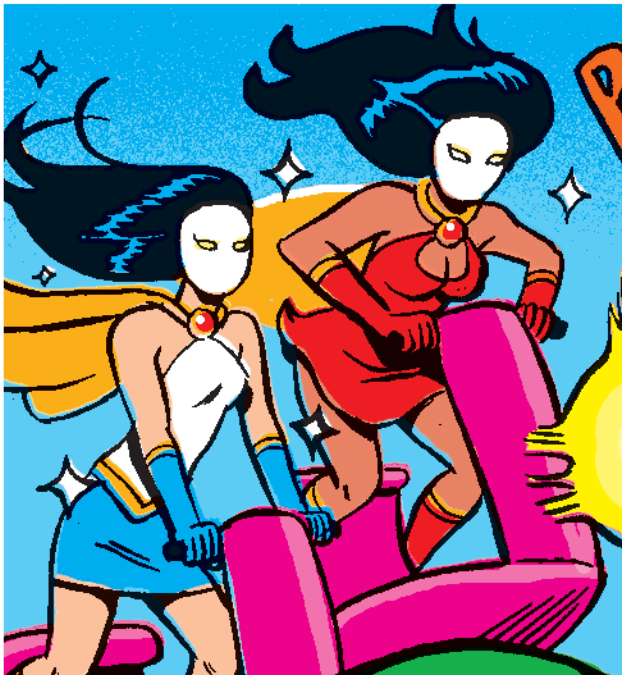


YELLOW



BLACK

**FILL the selection
on the BLACK channel.**

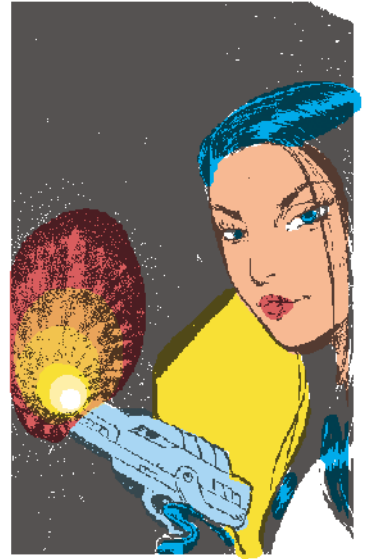


**...otherwise knockouts
can occur.**

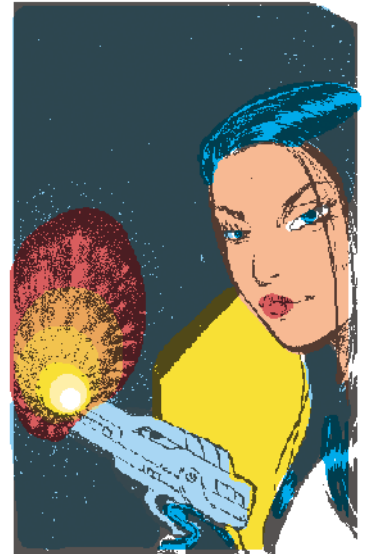
**Now the image is ready for
the press. The artwork is flat,
but black is seperated to ensure
black print overlays.**

RICH BLACKS:

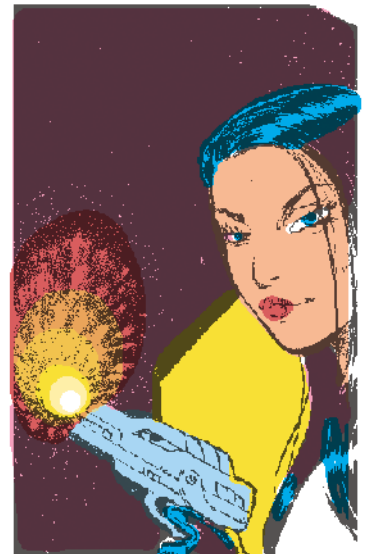
Large black areas print lighter than you'd think.



Block in a color behind your large black areas, such as 50% Cyan for a cool, rich black.



...or 50% Magenta for a warm, rich black.



USING PHOTOS



Manzanillo Rentals

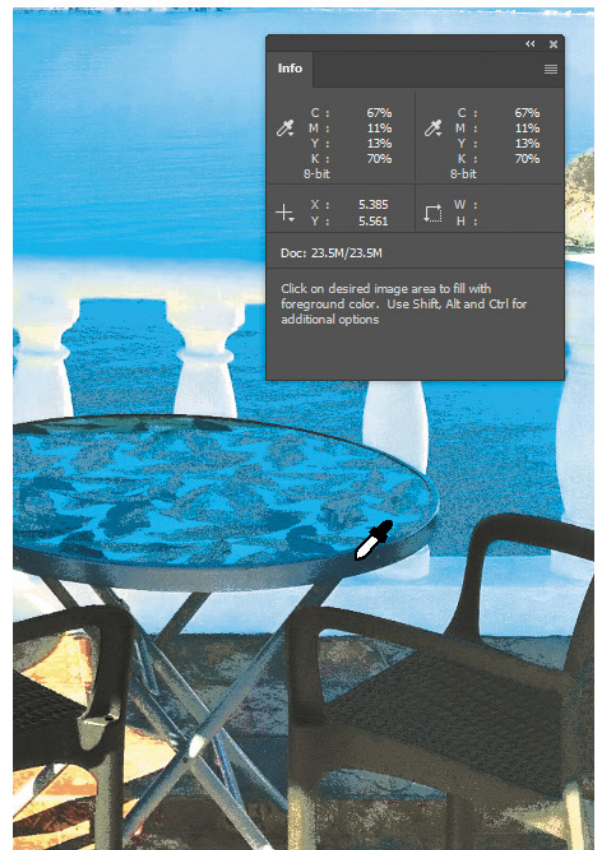


PREPARING PHOTOS



**Manzanillo
Rentals**

**USE LOW INK DENSITY
BEHIND LARGE
BLACK/DARK AREAS**



**CHECK CMYK DENSITIES AND
ADJUST WHERE NECESSARY.
(try to not exceed 165%)**