

Newspaper Agency Corporation

.....E-MAIL GUIDELINES

The Newspaper Agency Corporation is capable of accepting camera-ready advertising via e-mail. Deadlines for e-mail ads are the same as for ads submitted on disk – **24 hours in advance** of the camera-ready deadline. For deadline information, please consult your sales representative. Due to the volume of ads that are submitted via e-mail, please follow these guidelines:

1 FORMATS

- **PDF with fonts embedded preferred to help maintain the integrity of your ad**
- TIFF or EPS with fonts saved as outlines
- QuarkXPress – Quark document, support artwork, and fonts **MUST** be saved in one compressed, self-extracting file

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- Contact your sales representative with the subject line of your e-mail so it can be identified. Please include the account name and run date for the subject, such as “Joe’s Pet Shop ad for 2/5.” Keep in mind that the ad is coming in to the production department, not your sales representative. Using vague subject lines such as “Ad for Newspaper” can delay the identification of your ad.
 - Fax a copy of the ad to the sales representative to verify ad information.

- 3
- E-mail the ad to **prodads@nacorp.com**.
Please include only ONE ad per e-mail.

4 REVISED ADS

- **The account is responsible for contacting the sales representative in the event of a revised ad. Revisions will not be accepted without notification by the sales representative.**

If you have any questions regarding image resolution, etc., the Disk Ad Transfer Guidelines are available by fax from your sales representative or on the Internet at www.nacorp.com.