Designing your own ad for publication in The Review? Some things you need to know...

In the past creating and sending an ad meant you simply made sure it was the correct dimensions and of high quality for print. But, now that more advertising is online, the Review is evolving too. All ads placed for the newspaper will automatically appear in our digital edition, options are also available for advertising on our website and sometimes on our busy Facebook page. This means to serve you best we want your ad to having active hyperlinks. A hyperlink allows the customer to click on your website and be taken directly there or with one click a potential customer can connect to you by email.

When you purchase an ad to be published in The Review, the preparation and design of the ad is included in the price. But, if you wish to use your own designer or design your ad yourself, there are certain criteria required. And some pitfalls to avoid.

Layouts in files like Excel or Word Document are great as a guide for a designer to use you build your ad. But, you can not make a print quality ad by exporting an Excel or Word document into another format for a few reasons.

- The quality of the individual images used will not be 200-300 DPI which means the images won't be clear unless they have first been resized and exported as high-quality. They will be blurry and when sent to the printing press, the printer might not accept them if they are too low quality.
- Print products need to be in the right colour format for print which is CYMK. That is why each photo or graphic should be processed in Photoshop (or other photo editing program) prior to being added to the layout of the ad.

When the ad is completed and it is being saved, it should be exported to a high-quality PDF format with hyperlinks active to retain all the links.

An ad exported from Photoshop to JPG, PNG, and GIF are flat graphics, meaning the individual parts have gone through a process of flattening, this removes hyperlinks, text is no longer readable by search engines and the file becomes one flat image. Just to be clear, an ad saved as a JPG format for example will removes all interactive features needed to keep your ad readable by search engines or clickable by readers. It will not allow email addresses or websites to stay active.
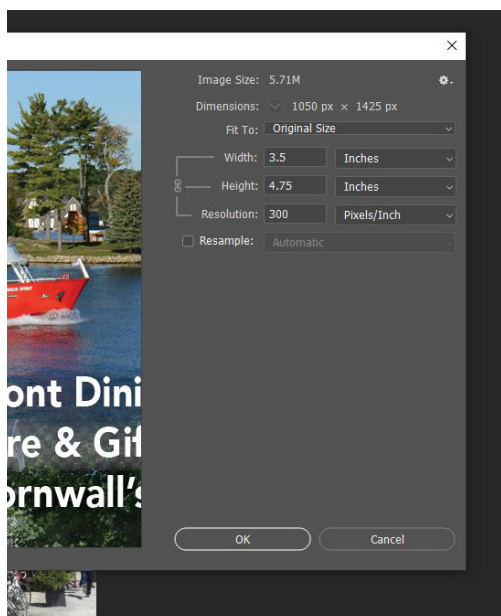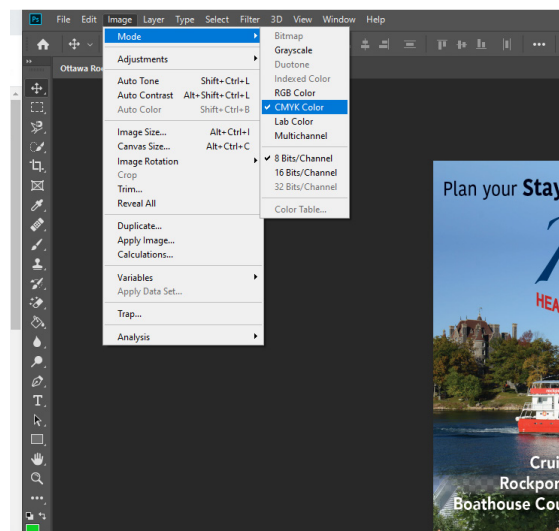
When creating an ad in Photoshop for print and digital publications it should be saved in the format PSD with layers. A PSD is a working file, all the elements are still accessible making changes easy. When exporting to PDF is not an option, then PSD is the best solution to send us. PSD files can be exported, photos adjusted, hyperlinks activitated and text can be edited.

If you are using a different software other than Photoshop the "working file" will have a different name other than PSD, but you will still need to make sure every element is checked for DPI, CYMK, hyperlinks are active, and that you export to PDF a high-quality version for print.

An ad for publication should be a minimum of 200 DPI for newspapers but for our magazine publications the minimum is 300 DPI, with each element converted to CYMK. When the ad is completed export to PSD and then PDF. Select the option for hyperlinks and active elements to be embedded.

If sending The Review a photo for an article, obituary or a congratulations, a JPG is great. The graphics department will prepare the image for print for you. Just rememer that a 200 DPI and higher photo will mean a clearer image in the paper and online. Bigger is better, we can reduce from there.

Feel free to ask questions about acceptable file formats for print publishing, technology is changing and we are all learning, every day.

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