



Advertising Image Rules

July 21, 2022

DISCLAIMER

MT 43 News, Inc. uses printing services to publish its newspaper. We strive to maintain high quality for image clarity and color, but ultimately, the corporation has no control over the final quality of the newspaper.

MT 43 News, Inc. will make every reasonable effort to work with image providers to ensure the highest quality image possible. However, the corporation is not responsible for the quality of any image. If corrections are needed but unavailable at press time, available images will be used.

MT 43 News, Inc. can make no warranty or guarantee that any image will be clear or its color correct.

COLOR

If your image/file does not use the CMYK SWOP v.2 color model, we will convert your image/file to that model. We will not be responsible for any shift in color due to this conversion.

It is recommended that all text be colored plain black (CMYK: 0,0,0,100%).

SUPPORTED FILE TYPES & RESOLUTION

Vector images may be received as PDF, EPS, or Adobe Illustrator files. Bitmap images may be received as JPEG, GIF, or TIFF files. PNG files are intended for web use and are not recommended for print. Bitmap images (even when embedded in vector file formats) should have a minimum resolution of 300 dpi.

All fonts used in vector file formats must be embedded or outlined. MT 43 News, Inc.

cannot guarantee the availability of any font.

IMAGE WIDTHS

Images must be 2, 3, 4 or 6 columns wide (see our Rate Sheet for details). No advertisement may be one or five columns wide to avoid single-column text flow around the image.

MT 43 News, Inc. will make a reasonable effort to adhere to the advertiser's intended size and aspect ratio. However, the corporation reserves the right to make modest adjustments to advertisements to comply with column-inch requirements. This may incur a change in the advertising price, for which the advertiser is solely responsible.

COPYRIGHTS AND TRADEMARKS

MT 43 News, Inc. requires all advertisers to secure any necessary permissions to use images or phrases protected by copyright or trademark. Should copyright or trademark holders contact MT 43 News, Inc. demanding removal of protected material, the corporation will immediately comply and inform the advertiser.

By advertising with MT 43 News, Inc., advertisers agree to indemnify and hold blameless MT 43 News, Inc. for any damages or fees due to the use of images or phrases protected under copyright or trademark.

RIGHT OF REFUSAL

MT 43 News, Inc. reserves the right to refuse to print any advertisement that, in the corporation's sole discretion, (a) fails to meet quality and content standards suitable for display before the public or (b) potentially injures or libels another party.