

Promote your organization in our RCFY Prevention Press Newspaper!



The Raymond Coalition For Youth is launching a newspaper in an effort to reach out to our community, raise awareness to our mission and help inform people about the issues we are concerned about that impact our youth. It is an opportunity to raise awareness about prevention, treatment and recovery supports and the work we do collectively with our partners and those who support our mission.

We are reaching out to you as a partner, to see if you are interested in purchasing ad space in our new paper to help defray the cost and support our effort to connect with the community.

Some important details:

- This publication will be direct mail to all Raymond and Candia mailboxes, printing over 7,000 copies.
- RCFY is a nonprofit so this is taxdeductable and a good use of marketing dollars
- RCFY has full authority to restrict ads that do not fit with our mission or promote politics
- Guidelines for Ad art from our printer is on the next page
- Space is limited and available on a first come basis. All ads need to be to RCFY office by **September 18, 2026 - info@rcfy.org**

Example template* Not to scale. The paper will be tabloid size 10x 15.5.

6 X 10 \$600		5 x 6 \$300	
3 x 3 \$100	3 x 6 \$200	3 x 6 \$200	3 x 10 \$300

Ad from advertisers

Helpful information

All ad's used from outside agency's must sent in PDF format.

1. The Ad's must have all images and fonts embedded, and be saved at 200 dpi to be output and printed correctly.

When submitting Ad's it is recommended that these be no less than 200 dpi.

Images downloaded from the web are typically 72 dpi note- these images will print poorly/ pixilated. Other Ad's from agency's are 1200 dpi for Gloss or Book printing. These images can never be matched on Cold web printing and look Muddy.

2. All Ad's must be saved as CMYK (not spot color/RGB) or they will need to be converted to CMYK. Color variations may occur during this process, therefore we highly recommend that the Ad's be converted and saved as CMYK before the PDF is created.

3. Total ink Density Should not be more then 220.

Example of the: if you add all the color percentages (C,M,Y,K) in an area that looks dark - it should not be higher than 220 This is very important for good color reproduction on press. When the ink density is higher than 220, the photos will look "muddy" when printed.

4. Photo resolution for images in Ad's

The resolution must be set to a least 200.

Rule #1 for resolution, is that you can go down (decrease file size) but you should not go up (increase file size).

5. All black pages must be grayscale, (not 4/c black or true black).

6. Reverse type - When using reverse type or (Knock out type) your font size is the key for good registration. If you choose to us Knock out type from a single color image, please make the font size is at least 8 point type - If you have a multi color knock out then the font size should be between 10-12 point type, anything smaller will not register correctly. If you have to use a smaller type then you should consider just Blk text.

The information above will help us produce the best reproduction possible of your advertisement on Newsprint. If you have any questions or concerns please give us a call and we will assist you.