

FILE NAMING

- 1. Begin the file name with the ad name, always include the issue date.**
Ad name should match the order name.
- 2. If sending more than one file for the same issue date, create unique file names by product, size or other variations.**
Example:
- 3. If you need to include Orange County Register or other coding, abbreviate and place after the ad name.**
Example: lampstore1021ocr.pdf
- 4. Do not use spacing or special characters in the file name.** Spacing and special characters may result in the file name being cut off during transmission.

Do Not Use: / : . # [] () = " "
Example:
- 5. If sending a revised file, always indicate "revise" in the file name.**
Example:

E Mail Subject and Message

Subject should indicate the advertisers name, matching the file name. You may include additional information in your message, always include a contact name and number.

If you are sending a file that requires changes, please include this in your message.

Example: Ad runs B&W, convert color to gray scale.

CORRECT



File name is generic

