AD SPECIFICATIONS

1/4 Page 3.5"x4.75"	1/2 Page 3.5"x4.75"	Full page 8.5"x11" Must include 1/8" bleed Live area 8" x 10.5" (saddle-stitched)

DOCUMENT

- Create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim.
- On full-page ads, please allow an 1/4" margin from the trim for text and images.

IMAGES

- All images should have a minimum resolution of 300 dpi at 100%. Do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.

COLORS

- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

ACCEPTED FILE FORMATS

- .pdf – Press-ready (Includes bleeds with all fonts embedded)
- .indd – Adobe InDesign 2.x-CC
- .ai – Adobe Illustrator 8.x-CC
- .psd – Adobe Photoshop 5.5-CS6