

# AD SPECIFICATIONS

1/4 Page  
3.5"x4.75"

1/2 Page  
8.5"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

QUESTIONS? CONTACT KARA COX AT  
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