

AD SIZE & SPECIFICATIONS

AD SIZES	WIDTH	HEIGHT
1/6 PAGE	3.75"	3.215"
1/4 PAGE	3.75"	4.9421"
1/2 PAGE	3.75"	10.075"
1/2 PAGE	7.75"	4.9421"
FULL PAGE	7.75"	10.075"

PRE-EXISTING ADS (SUPPLIED BY CLIENT):
PHOTOSHOP . TIFF (300 DPI AT 100% PRINT SIZE) OR HIGH RESOLUTION .PDF PREFERRED.
OR CAN PROVIDE IN-DESIGN (MAC/5.0 OR GREATER) DOCUMENT INCLUDING ALL SUPPORTED FILES, PRINTER AND SCREEN FONTS AND A HIGH-RESOLUTION PDF FILE. SUBMIT ON MACINTOSH-COMPATIBLE CD OR DVD. LARGER FILES CAN BE SENT VIA WEB-BASED FTP SERVICE SUCH AS YOUSENDIT.COM
(VISIT YOUSENDIT.COM FOR REQUIREMENTS AND FILE LIMITS.

FILE FORMATS:
ADOBE ACROBAT (PDF), PHOTOSHOP (TIFF, JPG), ILLUSTRATOR (EPS), IN-DESIGN (4.0 OR GREATER), MS WORD (FOR TEXT SUBMISSION ONLY)

RESOLUTION:
ALL IMAGES AND LOGOS SUBMITTED MUST HAVE A RESOLUTION OF 300 DPI AT 100% PRINT SIZE.
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ALL COLORS MUST BE CMYK
TOTAL INK DENSITY SHOULD NOT EXCEED 300%

ONLY INDUSTRY STANDARD FILES IN THEIR NATIVE FORMAT WILL BE EDITABLE FOR CORRECTINS OR CHANGES.
L.E. QUARK EXPRES, ADOBE PHOTOSHOP, ADOBE ILLUSTRATOR, IN DESIGN
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