

ADVERTISING SPECS FOR OUTSIDE GRAPHIC ARTISTS

PLATFORM: WE USE MAC OS 9 PLATFORM. PC PLATFORM CAN BE SUPPLIED AS EPS, PSD OR PDF.

SIZE:

FULL PAGE: BOOK TRIMMED TO 8-3/8 X10-7/8 - **IF A BLEED**, OVERLAP **AT LEAST .25 INCH** ON ALL SIDES OR IF THERE IS A BORDER LEAVE .438 INCH ON LEFT, RIGHT AND TOP and .688 ON BOTTOM (7.5 x 9.75)

HALF PAGE: 7-1/2" WIDE X 4-3/4 TALL

1/4 PAGE: 3-3/4 " WIDE X 4-3/4" TALL

COLOR: ALL ADS ARE 4 COLOR - CYMK

LINE SCREEN: Minimum of 150

ARTWORK: CYMK-EPS (WE USE ADOBE PHOTOSHOP)

GRAPHIC PROGRAMS: PAGEMAKER 7.0 OR LESS, FREEHAND 9 OR LESS OR QUARK 4.0 OR LESS, ACROBAT 4.0, ILLUSTRATOR 9.0.1 OR LESS, PHOTOSHOP CS2 OR LESS

MEDIA: 100 MG ZIP OR CD - SUPPLY PRINTED SAMPLE OR E-MAIL PDF

DEADLINE: 15TH OF MONTH PRIOR TO INSERTION ISSUE. CALL IF EXTENSION IS NEEDED.

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