



# ad mechanicals

## ad sizes

FULL PAGE 5.5" x 8.5"	1/3 PAGE (vertical) 2.125" x 4.75"	3" COLUMN 3" x 2.125"
2/3 PAGE 4.5" x 4.75"	1/3 PAGE (horiz) 4.5" x 2.375"	1/6 PAGE 2.125" x 2.375"
1/2 PAGE (vertical) 2.125" x 7.375"	1/4 PAGE (vertical) 2.125" x 3.625"	1/8 PAGE 2.125" x 1.75"
1/2 PAGE (horiz) 4.5" x 3.625"	1/4 PAGE (horiz) 4.5" x 1.75"	1" COLUMN 1" x 2.125"

Full Page ads are trim size. Please be sure to add .125" for bleed and keep live area to 4.5" x 7.375" unless otherwise specified.

## material requirements

1. All supplied ads must include ad proof.
2. All digital ads must include all images.
3. All digital color images are CMYK not RGB.
4. All digital images are atleast 300 DPI (800 DPI for lineart).
5. Images "nested" in Illustrator/Freehand EPS files must include source files.
6. All used fonts (screen and printer) must be included with ad.

## acceptable file formats

1. Quark XPress 4.1 or less (Mac)
2. Adobe Illustrator (EPS)
3. Adobe Photoshop Tiff, EPS, JPEG (Mac and Windows)
4. Adobe Acrobat PDF Files (Mac and Windows)
5. Macromedia Freehand 10 or less (Mac and Windows)

## acceptable media

1. Floppy Disk
2. Zip Disk
3. CD-R and CD-RW
4. On-line\* (Call for info)