PRINT

FULL PAGE
8 1/2" x 11"

2/3 PAGE
4 7/8" x 10"

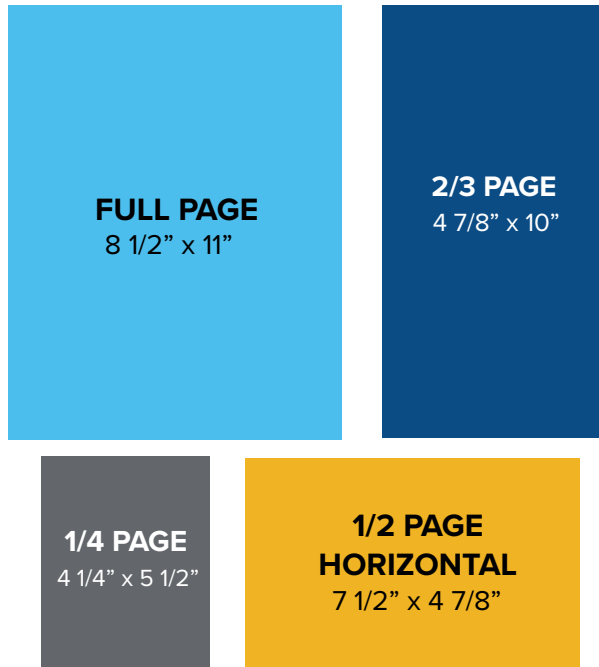**1/4 PAGE**
4 1/4" x 5 1/2"

1/2 PAGE HORIZONTAL
7 1/2" x 4 7/8"

PREFERRED FORMATS
High Quality PDF files with fonts imbedded are strongly recommended. Adobe Illustrator EPS or Adobe Photoshop EPS or TIFF files also accepted.
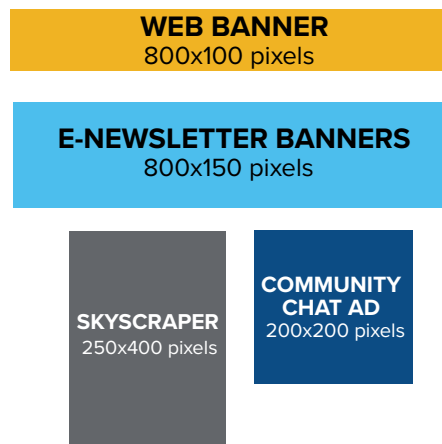
IMAGE RESOLUTION
All photos must have a resolution of 300 DPI at 100% of the print size. Color images must be in process color (CMYK). Any ads with non-compliant colors including RGBs, Pantones or spot colors will be converted to CMYK, and color accuracy cannot be guaranteed.

BLEED REQUIREMENTS
Keep non-bleed images and live copy 1/2" from the trim edge for magazine ads and 3/4" from the trim edge for the directory or they may be cut off. Material intended to bleed must extend a minimum of 1/8" beyond the trim. Anything less than 1/8" cannot be guaranteed to have a consistent bleed. Please do NOT use crop marks. If they are used, an offset of .25" or greater is required.

DIGITAL

WEB BANNER
800x100 pixels

E-NEWSLETTER BANNERS
800x150 pixels

SKYSCRAPER
250x400 pixels

COMMUNITY CHAT AD
200x200 pixels

PREFERRED FORMATS
Static JPG or PNG images are required. Ads that contain Flash will not be accepted. Maxiumum file size accepted is 40k.

IMAGE RESOLUTION
All digital ads can be saved at a resolution of 72 dpi and must be in RGB format.

HYPERLINK
A web address (URL) that the ad should link to should be included with artwork submission.

adspecs