

Magazine E-mailing Requirements

PLEASE NOTE BEFORE SENDING A FILE:

- All EPS and PDF files are to be **CMYK with fonts embedded or turned into outlines**
- Please send all ads as PDF files that come apart in case we need to make any changes.
- All ads should be checked to be sure spelling is correct **BEFORE** being sent to us

FILES THAT ARE TOO LARGE TO EMAIL:

If you have a file that is too large to email (over 25 MB) please contact your sales consultant and they will send you a link; please attach your file to that link and send it back to us.

We CAN ACCEPT the following formats.

- QuarkXpress 8.0** Mac & PC.
All fonts and graphics must be included.
- Adobe Illustrator CS3** or earlier. Mac & PC. Make sure any colours are separated using process CMYK and all fonts are outlines.
- PDF files** **PLEASE SEND ALL ADS IN THIS FORMAT.** All PDFs must be CMYK with *fonts embedded or turned into outlines*. If using crop marks place them at least 1/4" away from the actual ad copy. **DO NOT SEND ADS AS TIF OR JPEG FILES.**
- Microsoft Word** Use this program to send text only.
- EPS files** Convert type to outlines and use process CMYK for any colours. We prefer that logos be sent as EPS files.
- Tif and high quality jpeg files** **DO NOT SEND ADS AS TIF or JPEG FILES** - send as high resolution PDF files with fonts embedded or made into outlines. All pictures and graphics should be 300 dpi.
- InDesign PDFs or eps files only** All InDesign PDF or EPS files must be CMYK high resolution files with fonts embedded or made into outlines.

Production requirements

The advertiser is responsible for providing full and clear instructions for the production of their ad. All colour should be separated CMYK.

Compression requirements

We can accept zip format or self extracting archives.

PLEASE DO NOT SEND the following formats:

- Word Processing Programs** **WE CANNOT USE ANY GRAPHICS, LOGOS OR PICTURES SENT IN WORD, WORKS OR WORD PERFECT.** All such items must be sent separately as EPS or tif documents or mail a quality copy to us and we will scan and return it.
- NO MICROSOFT PUBLISHER FILES** We can't use any text, graphics, logos or ads sent to us in Microsoft Publisher.
- NO GIF FILES** Send as an EPS, tif or high quality jpeg.

To E-mail us pictures & logos:

For pictures & logos to be of useable quality they must be sent to us at **300 dpi**.

**NO WEBSITE PICTURES PLEASE
UNLESS THEY ARE HIGH RESOLUTION!**

AD SIZES	Image Size	Bleed Size
	Width x Depth	Width x Depth
Double page	15-1/4" x 9-3/4"	17" x 11-1/4"
Full page	7" x 9-13/16"	8-3/4" x 11-1/4"
2/3 pg vertical	4-9/16" x 9-1/2"	N/A
1/2 pg horizontal	7" x 4-5/8"	N/A
1/2 pg vertical	4-9/16" x 7"	N/A
1/3 pg horizontal	4-9/16" x 4-5/8"	N/A
1/3 pg vertical	2-1/4" x 9-1/2"	N/A
1/3 pg banner	7" x 3"	N/A
1/4 pg horizontal	4-9/16" x 3-1/2"	N/A
1/4 pg vertical	2-1/4" x 7"	N/A
1/4 pg banner	7" x 2-1/4"	N/A
1/6 pg horizontal	4-9/16" x 2-1/4"	N/A
1/6 pg vertical	2-1/4" x 4-5/8"	N/A
1/9 pg	2-1/4" x 3"	N/A
1/12 pg	2-1/4" x 2-1/4"	N/A
1/15 pg	2-1/4" x 1-3/4"	N/A
1/18 pg	2-1/4" x 1-1/2"	N/A

Trim Size is 8-1/4" x 10-3/4". PLEASE DO NOT MAKE ADS THIS SIZE.
REFER TO THE AD SIZES SHOWN ABOVE.