

# NAEJ AD SPECS 2017

Page Trim size: 8.5" wide x 11" tall)

**Full page non-bleed:** Live area 7.5" wide x 10" tall.

**Full page bleed:** Add minimum 1/8" to trim size; final size 8.75" wide x 11.25" tall. Keep important elements at least 1/4 - 3/8" away from trim.

**1/2 page horizontal:** 7.8" wide x 4.75" tall

**1/2 page vertical:** 3.8" wide x 10.25" tall

**1/4 page:** 3.8" wide x 4.75" tall

**2-page spread non-bleed:** Total trim size: 17" x 11" with Live area 16" wide x 10" tall. Please note center staple or binding may affect text crossing the gutter.

**2-page spread bleed:** Add minimum 1/8" to total trim size; final size 17.25" wide x 11.25" tall. Keep important elements at least 1/4 - 3/8" away from trim.

## GUIDELINES

**COLOR & GRAYSCALE FILES AND IMAGES:** All color files must be CMYK (RGB, Index or other color types will print in grayscale or incorrectly.); Any spot colors will be converted to 4/c. B/W ads made with 4-color black will be converted to grayscale.

**IMAGE FORMATS FOR ALL APPLICATIONS:** We can accept Photoshop (PSD), Photoshop EPS, JPEG or TIFF image files. We **cannot** accept GIF, BMP, WMF or other unspecified formats.

All images should be a minimum of 266 dpi resolution (for grayscale) or 300dpi (for color). Digital photos should be high-resolution, with the smallest amount of compression (large, high-quality files).

## AD FORMATS

1. **Adobe Acrobat PDF (preferred)** – All fonts should be embedded. When creating PDFs from a specific software application, refer to the guidelines for that application below.

2. **Photoshop (PSD), Photoshop EPS, JPEG or TIFF** image files – All fonts should be rasterized. Layers should be flattened. JPEGs should be saved at highest quality.

**3. Illustrator or Freehand EPS** – Fonts should be converted to paths/outlines. Images should be embedded (rather than linked).

Ad Materials should be emailed no later than November 28, 2017 to [Diana@lapressclub.org](mailto:Diana@lapressclub.org).