AD SIZES:

Full page: 8.5" wide x 11" tall plus minimum 1/82 bleed
1/2 page horizontal: 8" wide x 5" tall
1/2 page vertical: 3.9" wide x 10.25" tall
1/4 page: 3.9" wide x 5" tall
Center fold: 17.25" x 11.25"; Keep live area 3/8-inch away from trim.
Opening fold: 17.25" x 11.25"; Keep live area 3/8-inch away from trim.
Non-bleed 2-pg spread ad = 16.25"w x 10.25" h

GUIDELINES:

COLOR FILES AND IMAGES: All color files should be CMYK (rather than RGB, Index or other). Otherwise, they will print in grayscale or incorrectly.

IMAGE FORMATS FOR ALL APPLICATIONS:

Digital images: 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 200 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 20, 2019 to Diana@lapressclub.org