

AD SIZES:

Full page bleed: 8.5" wide x 11" tall plus minimum 1/8" bleed each side (8.75" x 11.25") Full page: 7.5" wide x 10" tall (live area is 1/2" from trim)

1/2 page horizontal: 7.75" wide x 4-7/8" tall **1/2 page vertical:** 3-7/8" wide x 10" tall 1/4 page: 3-7/8" wide x 4-7/8" tall

Center fold bleed: 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 "w x 10" h (live area is 1/2" away from trim)

GUIDELINES:

COLOR FILES AND IMAGES: All color files should be CMYK (RGB, Index or other color space may default to grayscale or reproduce incorrectly.)

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)

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 240 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 Materials should be emailed no later than November 20, 2024 to

Diana@lapressclub.org