

mechanical specifications

Format for Print-Ready Ad

If you are providing print-ready copy, your ad must be submitted in one of the following formats:

- 1) TIFF, EPS, JPG, PSD or PDF file. All fonts must be embedded and/or attached. Please "flatten" all files before saving. Emailed files must be under 6 MB.
- 2) Adobe Acrobat® PDF file, distilled from InDesign or Quark Express as 'Press Quality' with all fonts embedded. Microsoft Word files are not accepted as print-ready ads. Publisher files are not accepted.
- 3) Native application files: PC InDesign files with "ALL 300 dpi files needed for remote printing." This should include the original one-page InDesign file, any linked 300 dpi graphics and all fonts. Adobe Illustrator files saved as EPS with embedded photos & art. All fonts converted to outline. Adobe Photoshop files saved as flattened JPG, 300 dpi, in CMYK.

Please send all advertising files and digital graphic files to:
Publish@MileHighNaturalAwakenings.com

Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an email attachment. Graphics embedded into word documents are not acceptable.

- 1) Digital photos (JPG or TIFF) unretouched "right out of the camera" are preferred.
- 2) Professionally printed photos scanned at 300 dpi. TIFF, EPS, PDF or JPG windows format accepted.

No computer-printed material or website images are accepted.

full page no bleed 7.5 x 10 full page bleed bleed size 8.75 x 11.25 trim size: 8.25 x 10.75 live area: 7.5 x 10	2/3 page vertical 4.75 x 9.75	2/3 page horizontal 7.5 x 6.25	1/3 vertical 2.25 x 9.75	1/3 horizontal (3-column) 7.5 x 3.25
	half-page horizontal 7.5 x 4.5	half-page vertical 4.75 x 7	half-page vertical (2-column) 3.5 x 9.75	1/3 horizontal (2-column) 4.75 x 4.5
1/4 vertical (2-column) 3.5 x 4.5		1/4 horizontal (3-column) 7.5 x 2.25	1/4 horizontal (2-column) 4.75 x 3.25	business card 3.5 x 2