

1/4 PAGE VERTICAL

Size: 3.5 in x 4.765 in

- PDF/X-1a files required for all ads
- Fonts embedded
- All colors must be converted to CMYK
- Convert all images/logos to CMYK
- All graphics and photo placed into layout must be 300 dpi at final size
- Do not include crop or trim marks
- Ink density must not to exceed 300%
- Page ad document: size must be set to actual ad size.
- Text should not go beyond .25" inside trim on all sides
- All colors must be CMYK; no PMS/Pantone colors or Lab color
- Black Text 12 pt. or smaller must be black only (C=0%, M=0%, Y=0%, K=100%)

Unacceptable File Types

Do not submit ad layout in Microsoft Word, Excel, PowerPoint, Publisher, Adobe PageMaker, or Free-hand files.