

# Magazine & Web Emailing Requirements

## PLEASE NOTE BEFORE SENDING A FILE:

- All EPS and PDF files are to be CMYK with **fonts embedded or turned into outlines**
- Please send all ads as PDF files that come apart in case we need to make any changes.
- All ads should be checked to be sure spelling is correct **BEFORE** being sent to us

### FILES THAT ARE TOO LARGE TO EMAIL:

If you have a file that is too large to email (over 25 MB) please contact your sales consultant and they will send you a link; please attach your file to that link and send it back to us.

### We CAN ACCEPT the following formats.

- QuarkXpress 9.0** Mac & PC.  
All fonts and graphics must be included.
- Adobe Illustrator CS5** or earlier. Make sure all fonts are turned into outlines.
- PDF files** **PLEASE SEND ALL ADS IN THIS FORMAT.** All PDFs must be CMYK with **fonts embedded or turned into outlines**. If using crop marks place them at least 1/4" away from the actual ad copy. **DO NOT SEND ADS AS TIF OR JPEG FILES.**
- EPS files** Convert type to outlines and use process CMYK for any colours. We prefer that logos be sent as EPS files.
- Tif and high quality jpeg files** **DO NOT SEND ADS AS TIF or JPEG FILES** - send as high resolution PDF files with fonts embedded or made into outlines. All pictures and graphics should be 300 dpi.

### WEB ADS REQUIREMENTS:

#### We CAN ACCEPT the following formats.

- Gif and jpeg files** - All pictures and graphics should be 72 dpi or higher.
- Adobe Firework CS5** or earlier. Make sure all fonts are included.
- PDF files** - All PDFs must have **fonts embedded or turned into outlines**.

#### AD SIZES

Leaderboard	728px x 90px	Billboard	970px x 250px
Bigbox	300px x 250px	Sidekick	300px x 600px
Sidebar	125px x 125px	Mobile banner	320px x 50px
Key Contact	150px x 100px	Key Promoted Listing	200px x 200px

### PLEASE DO NOT SEND the following formats:

- WE CANNOT USE ANY GRAPHICS, LOGOS OR PICTURES SENT IN WORD, WORKS OR WORD PERFECT.** All such items must be sent separately as EPS or tif documents or mail a quality copy to us and we will scan and return it.
- NO MICROSOFT PUBLISHER FILES** We can't use any text, graphics, logos or ads sent to us in Microsoft Publisher.

### To Email us pictures & logos:

For pictures & logos to be of useable quality they must be sent to us at **300 dpi**.

**NO WEBSITE PICTURES PLEASE UNLESS THEY ARE HIGH RESOLUTION!**

AD SIZES	Image Size Width x Depth	Bleed Size Width x Depth
Double page	15-1/4" x 9-3/4"	17" x 11-1/4"
Full page	7" x 9-3/4"	8-3/4" x 11-1/4"
2/3 pg vertical	4-9/16" x 9-1/2"	N/A
1/2 pg horizontal	7" x 4-5/8"	N/A
1/2 pg vertical	4-9/16" x 7"	N/A
1/3 pg horizontal	4-9/16" x 4-5/8"	N/A
1/3 pg vertical	2-1/4" x 9-1/2"	N/A
1/3 pg banner	7" x 3"	N/A
1/4 pg horizontal	4-9/16" x 3-1/2"	N/A
1/4 pg vertical	2-1/4" x 7"	N/A
1/4 pg banner	7" x 2-1/4"	N/A
1/6 pg horizontal	4-9/16" x 2-1/4"	N/A
1/6 pg vertical	2-1/4" x 4-5/8"	N/A
1/9 pg	2-1/4" x 3"	N/A
1/12 pg	2-1/4" x 2-1/4"	N/A
1/15 pg	2-1/4" x 1-3/4"	N/A
1/18 pg	2-1/4" x 1-1/2"	N/A

Trim Size is 8-1/4" x 10-3/4". PLEASE DO NOT MAKE ADS THIS SIZE. REFER TO THE AD SIZES SHOWN ABOVE.



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