

ADVERTISING TECHNICAL SPECIFICATIONS

ACCEPTED FILE FORMATS	<ul style="list-style-type: none"> ◆ File Extensions: GIF, JPG, PNG, PSD, and TIF ◆ NB: PDF accepted only if it meets the resolution standard ◆ Resolution: 300 dpi ◆ Colour Space Settings: CMYK 	
UNSUPPORTED AD FORMATS	<ul style="list-style-type: none"> ◆ Word Processing Documents: i.e. doc, docx, wps ◆ PowerPoint Document: i.e. ppt as ad or graphic file ◆ Claris Works Document: i.e. cwk ◆ Microsoft Publisher Document: i.e. pub 	
SIZE SPECIFICATIONS	SPACE	BLEED
	Full Page/Cover	8¼" x 11⅛"
	½ Portrait	4⅛" x 11⅛"
	½ Landscape	8½" x 5⅝"
	¼ Portrait	4¼" x 5⅝"
	¼ Landscape	8½" x 2¾"
	⅛ Landscape	4¼" x 2¾"
	Business Card Size	3½" x 2"
	<ul style="list-style-type: none"> ◆ Safety: All live matter must be ¼ inch from edge of advertisement on all sides ◆ Minimum size knockout type should be 8 point 	

TRIM SIZES		
	Half Page Ad	Full Page Ad
Pixels	2550px wide X 1300px high	2550px wide X 2600px high
Metric	67.5cm wide X 34.4cm high	67.5cm wide X 68.8cm high
Inches	26.5" wide X 13.5" high	26.5" wide X 27" high

BLEED SIZE	
Pixels	24 wide X 24 high
Metric	0.635 wide X 0.635 high
Inches	0.25" wide X 0.25" high