

## Ad Submission Guidelines

All art files must be:

- 300 dpi
- CMYK
- Actual size (See ad sizes below)

### QuarkXpress 5/6/7

- Submit as a **high resolution PDF**. **File>Export>Layout as PDF**. Embed fonts, no compression.

#### To make a PDF from Quark 4 or older:

1. From Quark, File>Save Page as EPS (or print to a postscript file)
2. Open Acrobat Distiller. Set your Job Options to Print. Make sure the file is CMYK.
3. Open the the Quark .eps file in Distiller to create the PDF
4. Make sure your fonts are embedded (check Settings>Font Locations)

OR open the Quark eps file in Photoshop, rasterize at 300 dpi and save as .tif or .pdf

### Photoshop

- submit as **.tif or .pdf**. Flatten layers before saving. Do not use any compression.

### Illustrator CS/CS2

- submit as **.pdf**.

### Adobe InDesign/Pagemaker

- submit as **high resolution PDF (press quality)**

### Ad Sizes

**Full Page/No Bleed:** 5.5" (w) x 9"(h)

**Full Page/Full Bleed:** 6.25" x 9.5" + 1/8" bleed

- Live area: 5.25" x 9"
- Type cannot be closer than 1/8" to the page edge
- Bleeds must extend 1/8" beyond the edge of the page.

**(1/2) Half Page Horizontal:** 5" (w) x 3.875" (h)

**(1/2) Half Page Vertical:** 2.43" (w) x 8.12" (h)

**(1/4) Quarter Page Vertical:** 2.43" (w) x 3.875" (h)

**(1/8) Eighth Page:** 2.43" x 1.875" (h)