

Ad Specs

- All live files must be CMYK and minimum 220 dpi/ppi (300 dpi preferred)
- Mac format (if possible)
- All type must be 12 point minimum
- High-res PDF's may be emailed to art@SeniorsGuideOnline.com
- Live ads and art files may be sent on CD to:
*Seniors Guide
 PO Box 4130
 Midlothian, VA 23112*
 (be sure to include all necessary files including fonts and pictures)

SINGLE PAGE Trim8.375" x 9.5"

Live Area (Where text should fall within) 7.5" x 9.0"

NOTE: Double truck is TWO INDEPENDENT PAGES that are "placed" side-by-side in Quark. They are NOT a SPREAD and are not always printed on the same signature. You must supply your artwork as 2 single pages. Also, please take into consideration the gutter when typing in text which is what the Live Area creates.

Bleed1/4" Left & Right

NOTE: We have a folio at the top and bottom which is why there is only a bleed on the left and right sides only.

SINGLE PAGE no bleed . .7.5" x 9.0"

BACK COVER Trim8.375" x 10.875"

Live Area (Where text should fall within) 7.5" x .8.75"

Bleed1/4" All Sides

NOTE: There is no folio at the top and bottom which is why there is a bleed on all sides.

TEASER Ad4.0" x 9.25"

1/2 PAGE Ad7.75" x 4.25"

1/4 PAGE Ad3.8" x 4.40"

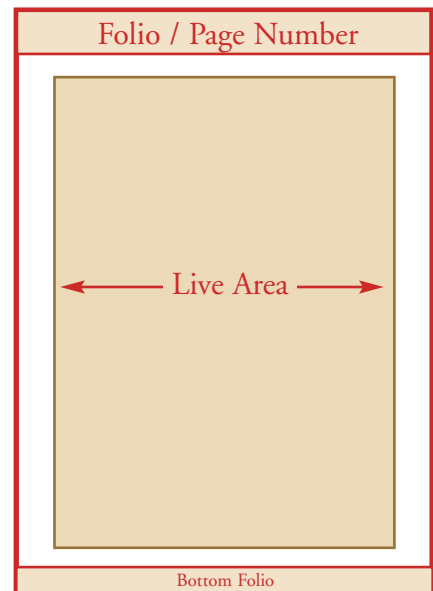
1/8 PAGE Ad3.8" x 2.10"

Line Screen150-4/c process

EmulsionRR & Down

Max Ink Density280

Press/paperWeb coated



Materials NOT Accepted

- Corel Draw Files
 - PageMaker files
 - Microsoft Word files
 - Publisher & Excel files
 - Power Point files
 - Film
 - Art less than 220 dpi
 - Text less than 12 point
- NOTE: this includes all art, logos and images.*