

**ADDITIONAL INFORMATION FOR
CATALOGUE ADS**

GENERAL REQUIREMENTS

Trim Size 8.25" x 10.75"

Binding Method: Saddle Stitch
Printing Method: Sheet fed
Colors: CMYK

Ad Sizes:	<u>Non-bleed</u>	<u>Bleed</u>	<u>Trim Size</u>
<u>Full page</u>	<u>7 ¼ x 9 ¾</u>	<u>8 ½ x 11</u>	<u>8 ¼ x 10 ¾</u>
½ Horizontal	7 ¼ x 4 ¾	8 ½ x 5 3/8	8 ¼ x 5 ¼

Material Specifications

File Formats:

PDF (high resolution/fonts embedded) (Press optimized)

CMYK or gray scale PDFS are preferred – with all fonts and high resolution images embedded (No OPI)

Line art 1200 dpi

Images 300 dpi

Mac formats preferred; PC accepted

Quark – All versions supported

All adobe applications supported

PDF (high resolution/fonts embedded) (Press optimized)