

## Mechanical Requirements

### Display Ad Sizes:

**Full Page:** ..... 4-5/8" wide x 7-5/8" long

**Half Page:** ..... 4-5/8" wide x 3-3/4" long

**Quarter:** ..... 4-5/8" wide x 1-7/8" long

**Quarter - Resource:** ..... 2-1/4" wide x 3-3/4" long

**Full Page Bleed:** ..... 5-5/8" wide x 8-5/8" long

Trim: ..... 5-3/8" wide x 8-3/8" long

Safety\*: ..... 4-7/8" wide x 7-7/8" long

**Two-Page Spread\*\*:** ..... 10" wide x 7-5/8" long

**Spread Bleed\*\*:** ..... 11" wide x 8-5/8" long

Trim: ..... 10-3/4" wide x 8-3/8" long

Safety\*: ..... 10-1/4" wide x 7-7/8" long

\*All live matter must be kept inside safety area.

\*\*Allow 3/4" in center for gutter safety.

*Alternatives for Seniors* directory is printed near offset web at 133 lines per inch.

### Artwork taken from websites does not reproduce well.

Photos, logos and camera-ready ads must be high resolution (300 dpi) files. PDF, JPEG, TIFF, or EPS files are accepted. Artwork taken from websites is not recommended as it is usually low resolution (72 dpi).

### Camera-ready ads are accepted by email, CD, DVD or via a File Transfer Site such as Hightail.com.

Camera-ready ads generally can not be edited by the Graphics Department. Changes must be made by original designer or agency and a new file sent.

For raw files - Macintosh QuarkXPress format only. Applications such as Adobe Illustrator can be used to create artwork but should not be used for page layout. Change all text to outlines before sending.

• **Publisher files are NOT accepted. We can NOT open them.**

• **Microsoft Word files are not accepted, unless for text only.**

## Electronic File Preparation Guidelines

Incoming ads on disk should include layouts, artwork, fonts and a 100% composite proof. We encourage all customers to have anti-virus software.

### Electronic Files

- Include a contact name and phone number
- If necessary, you may have to stuff the files

Your ad may be sent via email to:

[Artwork@AlternativesforSeniors.com](mailto:Artwork@AlternativesforSeniors.com)

### FTP Site

If file is over 5 megabytes, send via a FTP site that allows you to upload large files and send them. We recommend Hightail which is free to use:

<https://www.hightail.com>

### Fonts

- Avoid True Type fonts
- Supply both printer and screen font files
- Change fonts to outlines to avoid font issues

### Graphics

- PDF, EPS (with fonts), TIFF or JPEG
- Minimum 300 dpi
- Logos and photos received via fax can NOT be used
- Website artwork will not reproduce in high quality

### Colors

- CMYK colors
- Define spot and process colors properly
- Keep color names consistent between graphics / layout applications

### Digital Media

- Create separate files for fonts and artwork

Camera Ready Ads and Ads provided in QuarkXPress will be sent as PDF files for approval via email or fax. Please supply appropriate contact information. For files in other applications, we will be unable to guarantee exact final results of provided ad.