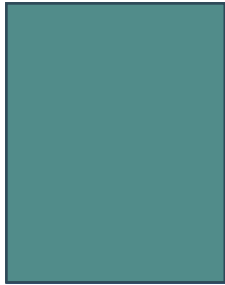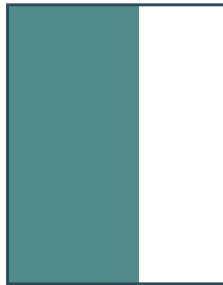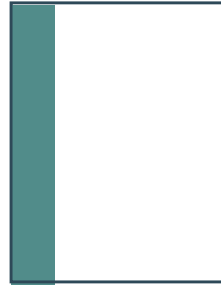# Ad Specs & Best Practices

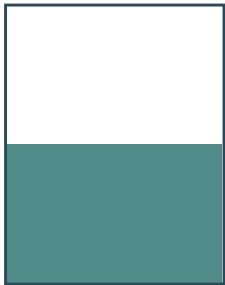## SIZES

FULL PAGE
9.639" x 12.25"
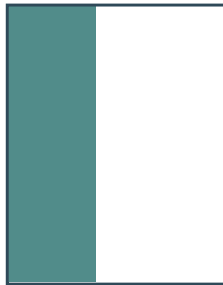
3 COLUMN
5.727" X 12.25"
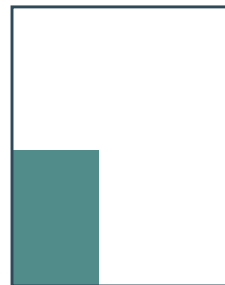
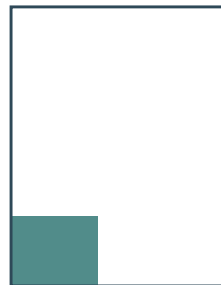**1/4 PAGE**
5.727" X 6.052"

1 COLUMN
1.816" X 12.25"

HALF PAGE
9.639" X 6.052"

2 COLUMN
3.772" X 12.25"

4 SQUARE
3.772" X 6.052"

POST-IT
3.772" X 2.965"

FILE PREPARATION

- Adobe Acrobat PDF files only
- Optimal setting is PDF/X1A 2001
- Documents should be 100% printed size to avoid loss of resolution due to scaling
- No borders please
- Do not create encrypted PDF files or add any security to your files

TEXT

MAKE ALL BLACK TEXT 100% BLACK (not 4-color or rich black)

MINIMUM RECOMMENDED TEXT SIZE

- 7 point for 100% black text
- 14 pt is the minimum size for color type containing
- more than 2 process colors
- 10 pt bold is the minimum recommended weight for knockout of color text
- 10 pt bold is the minimum recommended weight for reversed text

COLOR & IMAGES

ALL COLOR AND IMAGES MUST BE CMYK

- Any files submitted that use other profiles will be converted to CMYK which will shift the colors.
- Ink Density should not exceed 240%
- It's important that you not try to saturate your colors too much. Instead, use color combinations that use no more than 2-3 of the four CMYK inks. Less ink will result in better, brighter colors.
- Gray areas built using a CMY mix vs. K only can shift in color depending on the balance of the CMY causing a warmer or cooler appearance.

IMAGES MUST BE HIGH RESOLUTION

- Images should be submitted at 300 dpi
- It is reccomened that you increase contrast and sharpening