

**WE OPERATE ON THE MACINTOSH PLATFORM - mac os X**

Our art design department can accept certain forms of electronic media. Please refer to the guidelines below for supplying electronically.

**MEDIA TRANSPORTATION**

- You may provide your final artwork on a cd, or you may E-mail the ad to us. Please use stuffit/zip for file compression & self extracting archived files if needed (.sit, .sea, .zip). We recommend yousendit.com to send large files electronically.
- If there is more than one ad, each ad and its support files must be saved in a separate folder please.
- **ARTWORK TAKEN FROM THE INTERNET IS UNACCEPTABLE QUALITY FOR PUBLISHING BECAUSE OF THE LOW RES FILE FORMAT(S) INVOLVED AND GENERAL COPYRIGHT ISSUES.**

**SOFTWARE / FILE FORMATS**

- Final, approved ads are recommended to be in the following formats:
  - eps / tiff (indicate software/prefer fonts to be converted to paths or outlines\*)
  - acrobat pdf (fonts must be set in outlines)
  - adobe photoshop 3.0 - 7.0. tiff or eps
  - **no microsoft programs please (this includes word and powerpoint)**
  - native applications used at pinkspots include; Illustrator CS 3, InDesign CS 3, and Photoshop CS 3.

*\*If using transparency layers in Illustrator, rasterize the transparency and place fonts (converted to outlines) on top of rasterized artwork before saving as .eps, or .pdf) If a gradient is used in the file, please turn on the "compatible gradient printing" option in the document setup (for illustrator 8.0 & above). Supply all CMYK files. Do not mix RGB & CMYK images in one document.*

**SUPPORT FILE IMAGE SPECIFICATIONS**

- All support files (placed, linked or embedded) must be included on the media.
- Images/Art should be linked (unless interacting with transparencies) & not embedded.
- Line Art, Images or Text: Bitmap format / required range, 600 - 1200 dpi resolution
- Color Images / Photos / Art: CMYK format / required range, at no less than 300 dpi and no more than 450 dpi AT ACTUAL SIZE used in the layout file.
- B/W Photo or Screened Images: Grayscale format / required range, 150 - 180 dpi resolution

**FONTS**

- We prefer final artwork fonts submitted for publishing to be converted to **"PATHS" or "OUTLINES"**
- No true type fonts please.

**ADDITIONAL SPECIFICATIONS**

All colors used in the digital files (Pantone or otherwise) WILL NEED TO BE CONVERTED TO CMYK PRIOR TO PRINTING. Otherwise, the art department will convert colors to a CMYK equivalent and colors cannot be guaranteed. Files should be supplied in CMYK to ensure accurate color translation.

**INTERIOR AD SIZES**

Please design your layouts to these size specifications **w/no bleeds, no crop marks & no registration marks.**

Full Page	7.375w x 9.625h
Half Page	7.375w x 4.75h
Double Half Column	4.875w x 4.75h
Double Quarter Column	4.875w x 2.375h
Double Quarter-Vertical	2.375w x 4.75h
Quarter Column	2.375w x 2.375h

**COVERS**

Full Page 8.375w x 10.875h trim size

If designing your cover layout w/bleeds, use 1/8" bleed, **please no crop marks & no registration marks.**

**THANK YOU FOR ADVERTISING WITH US. WE APPRECIATE YOUR BUSINESS!**