AD SPECIFICATIONS 8 1/2" X 11" PUBLICATION

1/4 page
3.5" x 4.75"

1/2 page
7.5" x 4.75"

full page
8.5" x 11"

must include
1/8" bleed

live area
8" x 10.5"
(saddle-stitched)
7.5" x 10.5"
(perfect-bound)
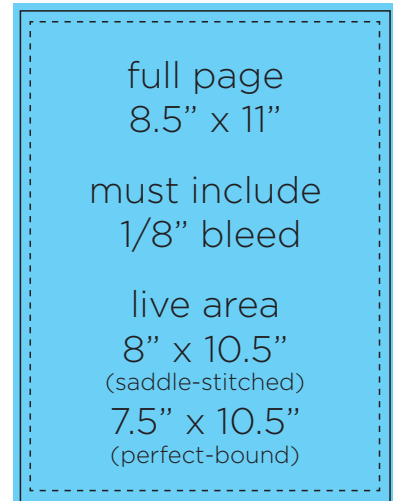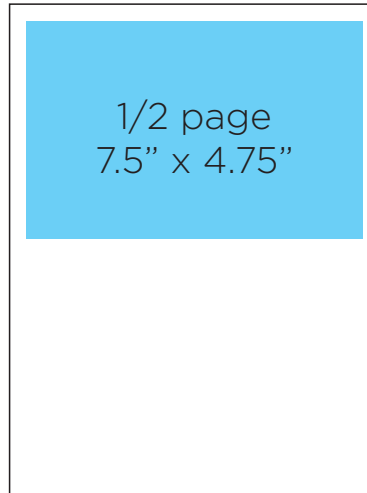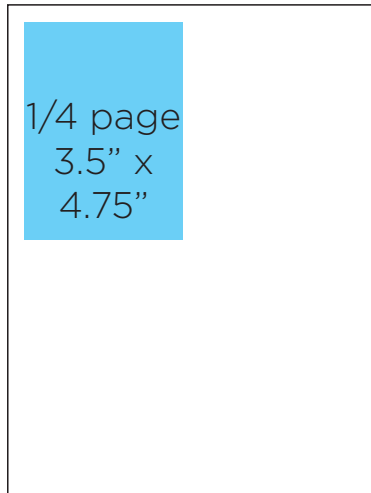
DOCUMENT
- Create your document to the exact size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim.
- On full-page ads, please allow an 1/4" margin from the trim for text and images. For a perfect-bound publication, please allow 1/2" margin from the trim on the sides.

IMAGES
- All images should have a minimum resolution of 300 dpi at 100%. Do not use LZW compression.
- All images should be converted to CMYK.
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

COLORS
- All art files should be converted to CMYK. We cannot guarantee color consistency for files that must be converted from Index, LAB or RGB color spaces to CMYK.

FONTS
- Use only postscript, open type and true type fonts.
- Avoid system fonts.
- Be sure to supply the fonts for any artwork used in your document if they are not converted to outlines in the artwork.

TRAPPING
- Please do not apply trapping to submitted files.

NATIVE FILE SUBMISSION
- When submitting native application files, please provide the native application file and all supporting image files and fonts used.
- Zip or stuff the document, all fonts and images used before submitting via e-mail or FTP. There is a higher risk of file corruption when files are not compressed before transfer.

ACCEPTED FILE FORMATS
- .pdf – Press-ready (Includes bleeds with all fonts embedded)
- .qxp – QuarkXpress 4.x-10.x
- .indd – Adobe InDesign 2.x-CC
- .ai – Adobe Illustrator 8.x-CC
- .psd – Adobe Photoshop 5.5-CS6

FILE DELIVERY METHODS
- Media (CD/DVD, USB flash drives)
- FTP (Compressed and placed in a jobspecific folder)
- Email (Files less than 10MB)

CRAFTMASTER
PRINTERS, INC.