

Ad Copy Mechanical Requirements



AD SIZES	(In Inches)		
	WIDTH		HEIGHT
Full Page			
Ad Size (No Bleed)	7.50	x	10.00
Ad Size (with Bleeds)	8.75	x	11.25
Half Page			
Horizontal	7.50	x	4.75
Vertical	3.50	x	10.00
Quarter Page			
Vertical Only	3.50	x	4.75

SUBMISSION OF YOUR AD

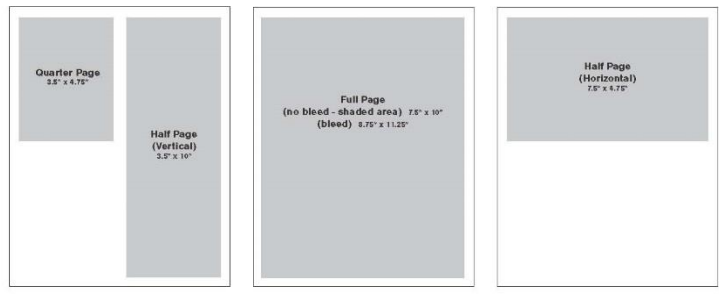
- You may e-mail your ad to our Graphics & Production Department to: ads@cmedias.net

ACCEPTABLE FILE TYPES

- We accept PDFs.
- We also accept the following **PC file types**: InDesign, Illustrator EPS file, Photoshop, 300 dpi or higher at 100% finished.
- We do **NOT** accept Publisher, Excel, PowerPoint, PageMaker or FreeHand files.

REQUIREMENTS FOR FONTS, GRAPHICS, LOGOS & 4-COLOR ADS

- PDF Files – Fonts, graphics & logos **MUST** be embedded into the .PDF and saved in “press” (highest) resolution.
- Other Files – Graphics & logos **MUST** be in a TIF or EPS format and at least 300 dpi at 100%.
- Internet - Graphics & logos obtained from the Internet are **NOT** acceptable due to their low resolution.
- 4-Color Ads – Must be created using CMYK. RGB is **NOT** acceptable.



What is a bleed?
Bleed is the extra trim on the outside of your finished design file. When a bleed is added it allows your art to run to the edges of your finished piece. If you do not include a bleed you would have an unprinted edge (white border) around your finished piece. (Standard size is 1/8" or 0.125") **Keep all type and critical matter within the 7.5" x 10" dimensions of the ad**

TYPESETTING SERVICES (Available for Black & White Ads Only!)

- Advertisers may take advantage of our **FREE** typesetting services for black & white ads only.
- Please e-mail your text and logo to ads@cmedias.net
- Graphics and logos must be in a TIF, EPS or JPG format and at least 300 dpi at 100% finished.
- Graphics obtained from the Internet are **NOT** acceptable due to their low resolution.
- Please send text in a MS Word document for typesetting.
- We will provide you with a copy of the completed advertisement for your review.

QUESTIONS?

For technical questions about your ad, please contact:

Production Department
Phone: (800) 955-5134, x 263
E-mail: ads@cmedias.net

Please note: If electronic files deviate in any way from the above requirements, we cannot guarantee accurate reproduction of your ad. Alterations we may need to make to your ad for the purpose of making it compatible are subject to a fee.