

Red Poll Beef Journal Advertising Specifications

Dimensions: (Number of Columns: 3)

	Width	Height
Trim Size	8.5"	11"*
1 page	7.75"	10.25"
2/3 page	5.0625"	10.25"
1/2 page horizontal	7.75"	5.125"
1/2 page vertical	5.125"	7.75"
1/3 page horizontal	5.0625"	5.0625"
1/3 page vertical	2.4375"	10.25"
1/4 page vertical	3.75"	5.0625"
1/4 page vertical	2.4375"	7.75"
Classified Ad	2.4375"	1", 2" or 3"
Column Inch	2.4375"	1"

* For full page bleeds, add 1/8" on all sides to the trim size. Remember 7.75" x 10.25" is the Live Area.

Media Requirements:

Disks: CDs

E-mail Submissions:

ARPA@americanredpolls.com

PDF File Requirements:

- Files must be the correct dimensions
- Files have to be submitted ready to print, no changes can be made by the design team
- Files must be created in the proper manner, Ex: must be CMYK or Grayscale, not RGB
- All fonts and graphics must be embedded
- PDFs not created by our guidelines will be rejected which may cause the ad not to run

Images:

- TIFF and EPS, 4-Color 300 dpi, Black/White 300 dpi
- TIFF files are used for bitmap art such as halftones
- EPS files are for continuous tone images with clipping paths, illustrations or vector art. Photoshop images with clipping paths must be saved as EPS files. If saved any other way, the clipping path will print with undesired results or not at all
- Remember scaling images affects the resolution i.e. making a 300 dpi image 200 dpi renders an effective resolution of 150 dpi. Any 4-Color images should be in CMYK (not RGB).
- Picture boxes containing TIFF files should have a background fill of "white" instead of "none" to reduce the chance of jagged edges

Fonts:

- All fonts are to be supplied with the job; both screen and printer fonts are required.
- Please do not stylize your fonts. If you use "Arial" for example, and stylize it to become bold and italic we will need the printer font for "Arial Bold Italic." It is best not to stylize your fonts, just use the desired font from your font library.
- To submit fonts, simply copy your font directory to a cd and using font management, open the Fonts Control Panel and drag-and-drop all fonts that you used on the job into the folder on the cd you will be sending

Questions:

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