

Acceptable Applications

InDesign, Illustrator, Photoshop or high-resolution PDF (Macintosh preferred).

- Link all hi-res art and photos to the page files.
- Include all required image trapping in the file.
- Save file at 100%, with no rotations.

Please note: We cannot accept PowerPoint, or images embedded in Microsoft applications.

Fonts

- All printer AND screen fonts used in the document must be included.
- If fonts are used in an illustration program, convert them to outlines before importing the image into another application file.

Images

- Include all high-resolution image files placed in your layout document.
- All placed images must be in EPS or TIFF format. (Do not place or submit JPEG files.)
- All placed images should be grayscale, line art, or CMYK (not RGB).
- Grayscale or color images should have 250-300 dpi minimum resolution.
- Line art should be 1200 dpi minimum resolution.
- Crop and save image files to required size. Enlarging or reducing images more than 20% in page layout can cause problems. Rotating images can cause severe problems as well.

Color

- Only CMYK (Cyan, Magenta, Yellow, Black) is the accepted mode for 4-color ads. Any colors used in your ad must be separated CMYK process colors.
- Do not** use RGB or any other spot color format other than CMYK.
- Colors viewed on a monitor may not be accurate to final output. Always check screen values in artwork against CMYK color swatches.

Accepted Media

- CD-ROM, Macintosh format preferred.
- E-mail: linnea@emeraldmarketing.com. Maximum file size is 10 MB.
- FTP: Please call 630-271-8409 for uploading instructions. Maximum file size is 20 MB.

If you are e-mailing or using the FTP site, compress all files as .sit or .zip files.

*For any graphic or design related questions,
contact Linnea at 630-271-8409 or e-mail: linnea@emeraldmarketing.com.*



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Full-Page

Specifications

With bleed: 7.125" x 10"
Non-bleed: 6.375" x 9.25"

Bleeds: 1/4 on all sizes.

Live area: keep all live matter 1/4" from trim.

1/3 Page Ad

Specifications

Vertical: 2" x 9.25"
Horizontal: 6.375" x 3"

1/4 Page Ad

Specifications

Square: 3.1875" x 4.625"
Horizontal: 6.375" x 2.25"
Vertical: 1.5" x 9.25"

1/2 Page Ad

Specifications

Horizontal: 6.375" x 4.625"
Horizontal w/ bleed: 7.125" x 5.25"
Vertical: 3.1875" x 9.25"
Vertical w/ bleed: 3.8125" x 10"
Island half page: 4.625" x 6.375"

1/9 Page Ad

(if available)

Specifications

Square: 2" x 3"

Effective 11-1-2007—illustration not to scale.