

## 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 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 when compared 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](mailto:linnea@emeraldmarketing.com). Maximum file size is 10 MB.
- FTP: Please call 630-995-3482 for uploading instructions. Maximum file size is 20 MB.

If you are using the FTP site, compress folders as .sit or .zip files.

For any graphic or design related questions,  
contact Linnea at 630-995-3482 or e-mail: [linnea@emeraldmarketing.com](mailto:linnea@emeraldmarketing.com).



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### Full Page

With bleed: 6.875" x 9.75"  
Non-bleed: 6.125" x 9.125"

*Bleeds: 1/8" on all sides.  
Live area: keep all live matter  
1/4" from trim.  
Dimensions are given width x height.  
Illustrations not to size.*

### 1/3 Page

Vertical: 2" x 9.125"  
Horizontal: 6.125" x 3"  
Square: 4" x 4.5"

### 1/4 Page

Square: 3" x 4.5"  
Horizontal: 6.125" x 2.125"  
Vertical: 1.5" x 9.125"

### 1/2 Page

Horizontal: 6.125" x 4.5"  
Horizontal w/ bleed: 6.875" x 4.6875"  
Vertical: 3" x 9.125"  
Vertical w/ bleed: 3.25" x 9.75"

### 1/8 Page

Square: 3" x 2.125"