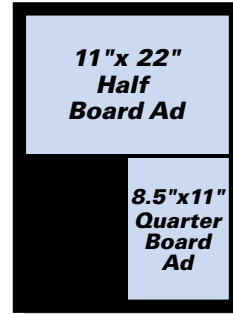


## Artwork Specifications

**You may use our creative services or provide your own ad:**

**Creative Services:** adHERE media has a creative and talented art department able to generate an eye-catching ad for you. From concept to printing — we can handle it all.

**Preprinted ads/ad slicks:** Ads must be magazine quality prints. See our specifications below for final printing, if you are supplying prints. adHERE media maintains the right to refuse preprinted ads that do not meet our professional criteria.



**Digital-ready ads:** If your ad is already developed, we can print them for you. Please ensure your digital files meet adHERE media's digital artwork specifications.

**Media Accepted:** Zip Disk (100mb. format), CD-ROM or emailed files which have been "ZIPed" or "Stuffed".

**Graphic Applications:** Quark XPress 4.0, Adobe Illustrator 9.0 or earlier, Adobe Photoshop 6.0 or earlier. We will also accept Acrobat PDF files ONLY if they are distilled at high, print quality. Call for details.

**Resolution:** Files should be a minimum 300dpi/ppi resolution at actual print size. Saved as EPS or TIFF (no LZW or JPEG compression).

**Fonts:** Supply only necessary printer and screen fonts OR convert all fonts to paths (outlines). Do not use type style palette to bold or italicize fonts, unless you convert them to paths (outlines)

**Color:** All layout files, type, graphics and supporting images must be RGB.

**Supporting Images:** For best quality support images, they must be saved as EPS or TIFF and placed into your layout at 100% size. Files pulled off the internet are almost always saved at a resolution that is too low for print.

**Proof of ad:** It is required that you send a printed sample of your ad in color.

### Quarter Board Ads — 8.5" x 11"

#### Final Printing Specs

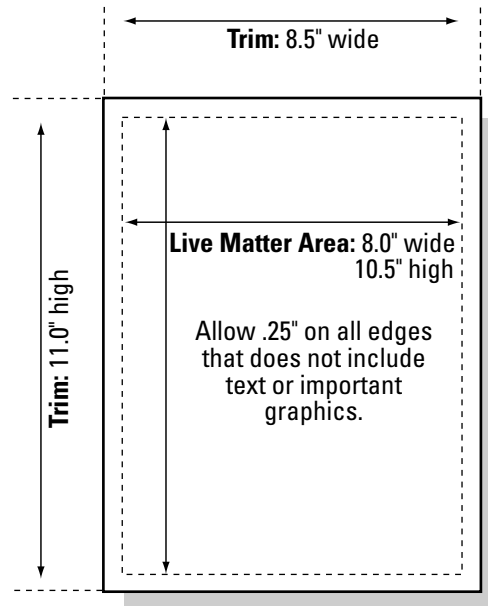
**Trim Size:** 8.5" wide x 11" high  
note: artwork must bleed (go to edge of trim size)

**Live Matter area:** (allow .25" on all edges that does not include text or important graphics)

**Paper:** approx. weight as a photograph or card stock  
Matte or Glossy finish is acceptable.

#### Suggested Outputs:

- 4/color printed "ad slicks"
- Light Jet "photographic print"
- Laser Print — high quality
- Ink Jet Print — high quality



**Please Call us for any additional assistance: (619) 275-5541**