

CATALOG AD GENERAL INFORMATION

IMAGE AREA

- Catalogs pages are 5-1/2" x 8-1/2". We do not accept ads that bleed outside the image areas listed below.
- FULL PG.: 4-1/2" x 7-1/2" (27 picas x 45 picas)
- HALF PG.: 4-1/2" x 3-5/8" (27 picas x 22 picas) – no vertical half-page ads.
- Above image areas must include the border (if applicable).

COLOR

- See information below on submission of color photos/ads.

CAMERA-READY ADS & ELECTRONIC SUBMISSIONS

Electronic Submissions ONLY:

- Our operating system is Apple Macintosh.
- Our publishing programs are InDesign, Photoshop, Illustrator and Acrobat.
- Our preferred submission format is Adobe PDF high-resolution (press) quality. Grayscale or color. We will print what you send (i.e., if you send color, we will print in color and charge accordingly), unless you instruct us to change the file to grayscale.
- We will also accept ads in .jpg, .tif or .eps format. All ads submitted in .tif or .jpg that contain both type and photos should be saved at 300 pixels/inch resolution.
- We do accept ads built in Word, but be aware the fonts may default to Times or Arial, unless we happen to have your particular font installed on our computer.
- **We will NOT accept ads built in QuarkExpress, Microsoft Works, Word Perfect, PowerPoint or Publisher.**
- You may build your ad in Word, but you must include the original .tif or .jpg of any artwork/photos that are embedded in the Word document.
- *Build ads to catalog size.* Sizes are listed above. Do not build 8-1/2x11. This size is not in proportion to a catalog page. When an 8-1/2x11 ad is downsized to fit the width of a catalog page, the height is almost 2 inches short. If you build your ad to LEGAL size, I can shrink it to fit a catalog page, and it will be in proper proportion. All ads submitted that are not either catalog size or catalog proportions will be rebuilt for publication.
- *Scanning Photos Guidelines:* Preferred resolution is 300 pixels/inch for photos only. Scan to size if possible. Save in .tif or .jpg format.

- *Typefaces/Fonts*: If you have a distinct typeface for your headline, and you do not have a Mac-compatible font for that typeface, please set your headline and save it as a high-resolution PDF or as a .tif in a separate file.