

Ad Specifications for Advertising Online & In-Print

Trim Size:	8.5" w x 11" h
Safety:	0.25" in from trim on all four sides: top, bottom, face & gutter
Bleed:	0.25" extra outside trim on all four sides
Image Resolution:	300 dpi
Colors:	4/C Process; CMYK

Page 2: Editorial/Ad - Non-Bleed Only
 Total space available is 7.5 wide x 9.5 high. You can divide it up according to your needs.

Page 4 (Backcover):
 Trim Size: 8.5" w x 11" h
 With Bleed: 9" w x 11.5" h
 Live Area: 7.5" w x 10" h
 Non-bleed Ads: 8" w x 10.5" h

FILE FORMAT for Printed Seniors E-Guides

Advertisements – Page 2 and Page 4 Backcover

SENIORS E-GUIDE PREFERS ADS TO BE SUBMITTED AS FINAL HIGH-RES CMYK PDFS. All PDF files must meet PDF/X-1A standards at 300 dpi. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded (no subsets) in the PDF document. All files must be CMYK, we will not accept RGB. All RGB files will be converted. This may cause color shifts, in which we will not be responsible for color reproduction. SENIORS E-GUIDE also supports files created in Adobe Photoshop, Illustrator or InDesign (CS3). All files should be collected with fonts and images.

IMAGE RESOLUTION

High-res images (including logos) must be a minimum of 300 DPI AT FINAL SIZE. Do not resample a file larger than its original size.

**NOTE Type created in a bitmap program, such as Photoshop, can look jagged or fuzzy. Type should be done in a layout application such as InDesign. If fonts need to be e-mailed they must be compressed. PC fonts are unacceptable.*

IMAGE FORMATS

Images must be saved as a TIFF, JPEG or EPS format in CMYK. If an image needs to be converted to CMYK, Seniors E-Guide will not be responsible for color reproduction.

COLOR SPECIFICATIONS

When choosing colors, use only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. DO NOT USE SPOT COLORS.

PROOF OPTIONS FOR PRINTED SENIORS E-GUIDE

Our printer will supply a proof for your review of color, type, etc. for \$80 plus delivery. We highly recommend to choose to receive a physical proof to include in your final review BEFORE we go to press. This will need to be signed and returned to us before going to press.

If you choose not to have a physical proof provided, the second choice is an on-line proof for no cost. You will need to send an email to us confirming you reviewed the on-line proof and send a confirmation stating you're "good to go to press".

ALTERATIONS

There is a \$250 ALTERATION FEE for ads not provided per the above specifications.

AD SIZING REQUIREMENTS ARE LISTED ABOVE AND REMEMBER TO ALLOW FOR BLEED (.25 INCHES BEYOND TRIM) FOR BACK COVER ONLY.

FILE FORMAT for ONLINE Seniors E-Guides

Advertisement

For Online Publishing – Convert your ad file to a “.jpg”. Dimensions for Online Editorial/Ad Space Combination Advertisement: Total space available is 7.5” wide x 9” high with no bleeds and you can divide the space according to your needs.

AD SUBMITTAL

Please check with your Seniors E-Guide Production Department on Ad deadlines for each issue. Ads must be submitted in a timely manner for proofing. Please name your files appropriately for identification, using the following format: NameofAdvertiser_IssueDate_Page#.pdf For example: ElderCareCO_Jan2010_Page4.pdf. **Ads may be submitted in one way ONLY:**

1. FTP: Please contact us for login information

QUESTIONS CONCERNING ADS

Call Susan Clarke - 303-798-9727

Seniors E-Guide Production Management and Sales
 Integral Design Group

Email: idgsusan@tde.com for questions only

Website: www.IntegralDesignGroup.com

Go Internet, Go Green
 with www.SeniorsResourceGuide.com
 for your Online Marketing Needs!

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