

Ad Specification Sheet

Graphic File Recommendations for Your Personalized Calendar Ads

Please follow these suggestions to insure your ad will look its best, and to avoid additional charges.

If you are unable to provide files within these guidelines, please supply a very clean and sharp black & white (or full color) print in the proportion of the ad size, and we will scan it for use in the calendar.

- The Ad Size for calendars: 1.5”h x 13.25w”.
- Your ad can “bleed” off the sides and bottom, if so please add 1/8” of image to the sides and bottom of your file (total 1.75”h x 13.5”w).
- If your ad does NOT bleed, please allow at least 1/8” white space between the image and the trim edges (no image beyond 1.25” x 13”).
- Ads will be printed in Black & White or Full Color.

Media: Zip 100 or 250, Jaz, CD, Floppy, or Email discovercalendars@sterlingsommer.com

Layout: We will accept digital layouts in the following applications:

Macintosh Platform (preferred): Quark, Pagemaker, Adobe Illustrator, Freehand

Windows Platform: Quark, Pagemaker, Adobe Illustrator, Freehand,

MS Publisher (may incur extra charges)

MS Word (for type only...no placed images...may incur extra charges)

Multi-platform: Adobe Acrobat PDF (please be sure to “Embed Fonts”, and deselect all “Compression” and “Downsample” options)

Supply all images that are placed in or linked to your layout, such as logos or pictures.

Fonts: Please supply us with ALL fonts used, including those used in placed EPS files. (Don’t forget to include both the printer and screen components if you are using Postscript fonts.)

Images: Continuous-tone (raster) images should be supplied as CMYK color EPS’s or Tiffs. Recommended resolution is 300DPI at the final size. It is best not to scale photos less than 50% or greater than 200% in a layout. RGB images should be converted to CMYK, otherwise color quality cannot be guaranteed.

EPS’s: Vector-based EPS’s from drawing programs such as Illustrator or Freehand are acceptable. If possible convert type to outlines or paths to avoid missing fonts; otherwise supply all fonts used in these files. Include all placed images.

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