Specs & Submissions

ARTWORK GUIDELINES

MINIMUM RESOLUTION:
300 DPI AT FINAL SIZE
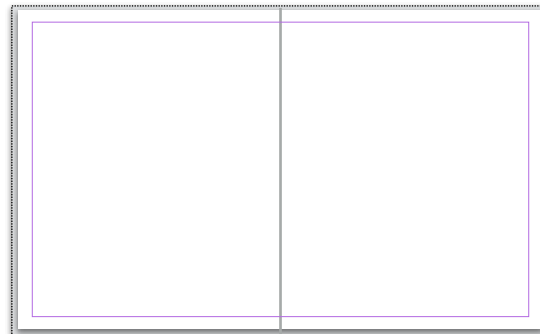
ACCEPTABLE FILE TYPES:
TIFF, HIGH-REESOLUTION PDF

ALL COLOR VALUES MUST BE CONVERTED TO CMYK. NO RGB OR PANTONE (SPOT COLOR); CMYK ONLY.

ALL FONTS MUST BE EMBEDDED.

ALL IMAGES MUST BE 300 DPI AT FINAL SIZE. PLEASE NOTE THAT 300 DPI IMAGES SCALED LARGER THEN HAVE A LOWER EFFECTIVE DPI.
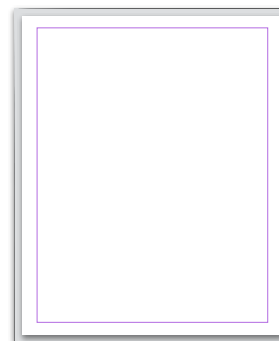
AVOID REGISTRATION/FOUR-COLOR SEPARATION FOR BLACK TEXT - ESPECIALLY SMALL TEXT. PREFERRED COLOR VALUE FOR BLACK TEXT IS C=0 M=0 Y=0 K=100.

VITAL INFORMATION (TEXT, IMAGES) MUST FALL WITHIN LIVE AREA FOR FULL PAGE AND TWO-PAGE SPREADS TO AVOID CROPPING DURING TRIM STAGE.
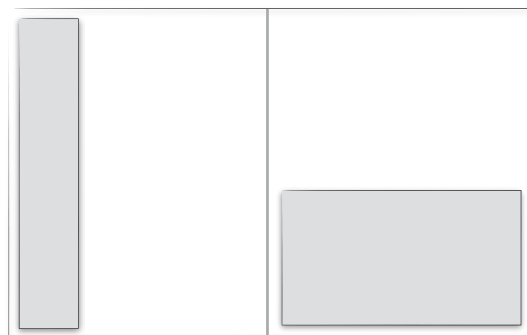
Two-Page Spread
Ad/Trim Size (white area): 16.0"x10.50"
Bleed (gray area): 16.25"x10.75"
Live Area (purple keyline): 7.25"x9.75"

Full Page
Ad/Trim Size (white area): 8.0"x10.50"
Bleed (gray area): 8.25"x10.75"
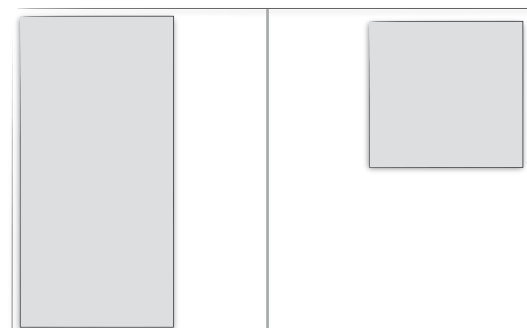Live Area (purple keyline): 7.25"x9.75"

1/3 Page Vertical
Ad Size: 2.375"x 9.625"

1/2 Page Horizontal
Ad Size: 7.25"x 4.75"

2/3 Page Vertical
Ad Size: 4.625"x 9.625"

1/3 Page Square
Ad Size: 4.625"x 4.625"

[Due Dates]

AD RESERVATIONS
Reservations are due the first of the month prior to print
(e.g. September issue reservations are due August 1.)

AD MATIERALS
Materials are due the fifth of the month prior to print
(e.g. September issue reservations are due August 5.)

Once ready, clients must submit and approve ads to *cperkins@azfoothills.com.*