

AD SPECIFICATIONS

Retirement Connection Guide



Our publication is produced on a Macintosh platform. Files created on a Macintosh platform are preferred. Files created using a PC can only be accepted if properly saved as a Press Quality PDF. Publisher reserves the right to charge for all costs incurred in preparation of material submitted that does not meet the following specifications:

- Preferred File Format: PDF-X 1/a. If this is not possible, we will attempt to make the PDF for you. Additional costs may be incurred.
- All spot colors should be converted to CMYK.
- Do NOT send files in RGB.
- All fonts must be converted to outlines.
- All images in your ad must be hi-resolution (300dpi) CMYK files. Images should not be scaled more than 115% to maintain image quality.
- Layered files must be flattened.
- No crop marks.
- Whenever possible, please avoid type effects such as shadowing, distorting, etc. Your layout program may not successfully convert these effects to PDF.
- All 2-Page Spread ads should either be prepared as a single ad crossing gutter (do NOT set text and critical graphics across gutter) –or– two full page ads. (see dimensions)

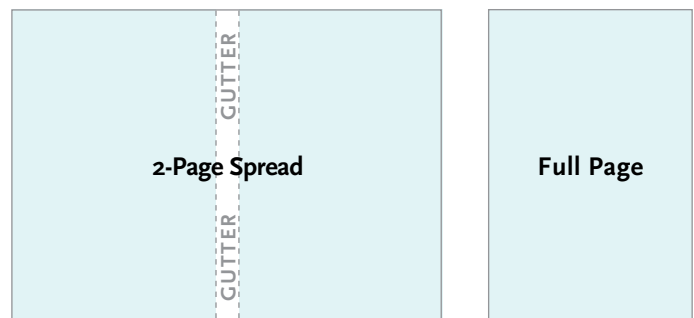
If we are building your ad for you, please provide us with the following materials:

- A general layout of the ad
- Content provided in MS Word document
- CMYK images in .jpg, .eps or .tif format at 300 dpi (100% size or larger)
- CMYK logo(s) in .eps or .tif format at 300 dpi (100% size or larger)

We may scan your logo or photos if no digital files exist.

Retirement Connection Guide requires digital materials for all advertisements running in our publications. If you are unable to submit your ad according to these requirements, we can create your ad for you.

If you are interested in this service, please contact your representative for information and design rates. Graphic charges are an additional \$100 for ad creation and \$50 for changes to existing ads.



DIMENSIONS

2-Page Spread: 9.57"W x 7.75"H
or two individual full-page ads
(4.25"W x 7.75"H, each)

Full Page: 4.25"W x 7.75"H

Half Page: 4.25"W x 3.75"H

Quarter Page: 4.25"W x 1.75"H

Back Cover with full bleed (not shown)

Trim size: 5.25"W x 8.375"H

Bleed: 5.75"W x 8.875"H

Live area: 4.5"W x 7.625"H

All content must lie within "live" area.

All ads must use these dimensions. If they do not, the ad will be resized to fit the designated space at sponsor's expense.

No crop marks please.

Contact:

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503-505-5865



Retirement
Connection

GUIDE