

MEDIA ADVERTISING SPECIFICATIONS

▶ ADVERTISING MATERIAL SPECIFICATIONS

- ✓ **File formats:** PDF version 1.3 (transparency flattened), EPS, or TIFF
- ✓ **PDF:** 1.3 (transparency flattened), PDF/X-1a:2001
- ✓ **Acceptable Software:** Photoshop, Illustrator & InDesign.
- ✓ **Resolution:** 300 DPI
- ✓ **TAC limit (Total Area Coverage):** SWOP (coated) #5 Sheet TAC = 300%
- ✓ **Color:** CMYK
- ✓ **ICC color profile:** North America Prepress 2
- ✓ **Rich Black Settings:** 100k, 75c, 63m, 63y
- ✓ **Fonts:** PostScript or OPEN fonts.
- ✓ **Images & Fonts:** Should be embedded or included.
- ✓ **Proof:** Please include a printed proof.

▶ SENDING ADVERTISING MATERIALS

E-mail: To your ad rep or to
custompubs@thewarrengroup.com
Please use the advertiser's name in the subject line
of the e-mail.

SENDING LARGE FILES: <https://www.wetransfer.com/>

▶ IMPORT PDF EXPORT SETTINGS

<http://www.thewarrengroup.com/wp-content/uploads/2014/02/TWGPDFExportSettings.zip>

DIGITAL AND WEB ADVERTISING SPECIFICATIONS

- ✓ **File formats:** Animated GIF or JPEG.
- ✓ **Max Size:** 40K
- ✗ **NO FLASH FILES ACCEPTED**

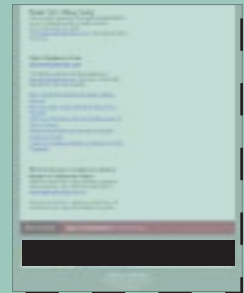
BANNER:
728X90



RECTANGLE:
300X250



BOTTOM BANNER:
728X90



FOR MORE INFORMATION Contact advertising at 800.356.8805 or email custompubs@thewarrengroup.com

FULL PAGE AD

SAFE AREA **W: 7.875 in by H: 10.375 in**
PAGE BLEED **W: 8.375 in by H: 10.875 in**
PAGE TRIM **W: 8.125 in by H: 10.625 in**

2/3 PAGE AD

VERTICAL **W: 4.75 in by H: 9.75 in**

1/2 PAGE AD

W: 7.25 in by H: 4.75 in

1/3 PAGE AD

VERTICAL **W: 2.25 in by H: 9.75 in**
SQUARE **W: 4.75 in by H: 4.75 in**

