

# digital ad specifications

We appreciate your assistance in ensuring that your production staff receives this information.

**Color Calibration:** SWOP specifications apply.

**Preferred File Formats:** Macintosh format InDesign or press-optimized PDFs.

**Acceptable Media:** Macintosh and PC files may be supplied on CD or via e-mail. New Leaf Publishing does not maintain a dedicated FTP site.

**Proofs:** Hard copy MUST accompany black and white files and a digital color proof with 4-color files.

**Please note that all materials must be accompanied by a digital color proof, such as Kodak Approval.**

**Desktop Instructions:** Build pages to trim size and extend bleed  $\frac{1}{8}$ " beyond page edge. Use stylized fonts and do not apply style attributes to basic fonts. Font information should include manufacturer, font name, and version (TrueType fonts are unacceptable). Avoid rotation and cropping of images in layout programs. Submitted files should be accompanied by a hi-res proof at 100% of size.

Do not nest EPS files in other EPS files. Include all fonts (screen fonts & printer fonts), images/scans, logos/artwork on disk.

All images/scans must be in CMYK mode. Minimum resolution is two times the linescreen at the reproduction size (i.e. a 150 linescreen requires a 300 dpi image at 100%). All Pantone colors must be in CMYK mode.

Flight check recommended. Supply InDesign "Collect for Output" or similar reports.

**E-mail Requirements:** Send to [artwork@newleafinc.com](mailto:artwork@newleafinc.com). Please cc: your ad sales rep so that proper placement of material can be ensured. Ads sent via e-mail will incur output and proofing charges.

## dimensions:

<p><b>Full Page</b> Live Area 7 x 10 Trim Size <math>8\frac{1}{4} \times 10\frac{7}{8}</math> Bleed Size <math>8\frac{1}{2} \times 11\frac{1}{8}</math></p>	<p><b>1/3 Page Vertical</b> <math>2\frac{1}{4} \times 9\frac{7}{8}</math></p>	<p><b>2/3 Page</b> <math>4\frac{3}{4} \times 9\frac{7}{8}</math></p>	<p><b>1/3 Page Horizontal</b> <math>4\frac{3}{4} \times 4\frac{3}{4}</math></p>	<p><b>1/6 Pg. Horiz.</b> <math>4\frac{3}{4} \times 2\frac{1}{4}</math></p>
				<p><b>1/2 Page Horizontal</b> <math>7 \times 4\frac{3}{4}</math></p>

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