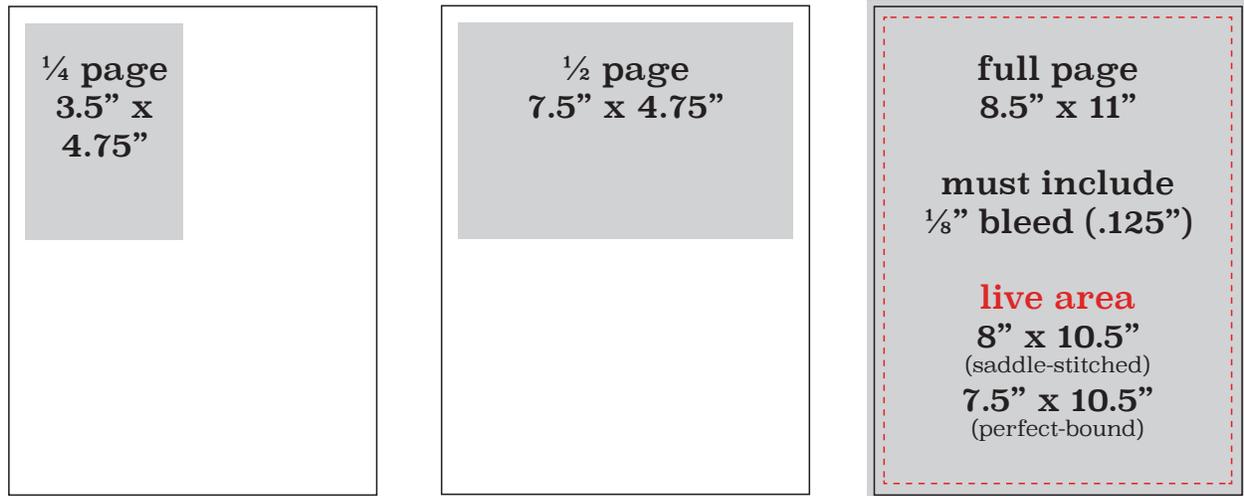


# + Ad specifications

## 8 1/2" x 11" Publication



### Document

- Create your document to the size it will print.
- On full-page ads, bleeds must extend a minimum of 1/8" past the trim.
- On full-page ads, please allow an 1/4" margin from the trim for text and images. For a perfect-bound publication, please allow 1/2" margin from the trim on the sides.

### Images

- All images should have a minimum resolution of 300 dpi at 100%. Do not use LZW compression.
- All images should be converted to CMYK.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

### Colors

- All art files should be provided as CMYK. Images converted from Index, LAB or RGB color spaces to CMYK can experience color shifts in the conversion process.

### Fonts

- Avoid system fonts.
- Be sure to supply the fonts for any artwork used in your document if they are not converted to outlines in the artwork or embedded in a PDF.

### InDesign PDF Settings

The best way to submit artwork is a properly constructed PDF file from Indesign. Please use the following link to download and save [DavisDirectPDF.joboptions](#). The file can be saved anywhere, but we suggest you save the file to the InDesign program folder on your computer to make it easy to find. Simply go to the File Menu>Adobe PDF Presets>Define and a new dialog box will open. Now click the load button and navigate and open the DavisDirectPDF.joboptions file previously saved. This will add the DavisDirectPDF to the list of presets available when exporting PDF files from Indesign. By creating PDF files in this manner you can be confident that your files have been properly created for print production.

### Instructions for Packaging files in InDesign

- Go to the file menu and select Package...
- In the box that comes up, select Fonts in the menu on the left. Make sure no fonts are missing. Select Links and Images in the menu on the left. Make sure no links are missing. If any fonts or links are missing, resolve these issues before packaging the file.
- Click Package..., then click Continue in the next dialogue box.
- In the next window, select where you would like to save the packaged files. Make sure Copy Fonts and Copy Linked Graphics are checked.
- InDesign will save all images, fonts, and a copy of the InDesign file into the folder that it creates. We will need the entire folder and contents. Please zip the folder before transfer to ensure that none of the files become corrupt.



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