

General Information II

Mechanical Information

*The Power of the
 Pennysaver*

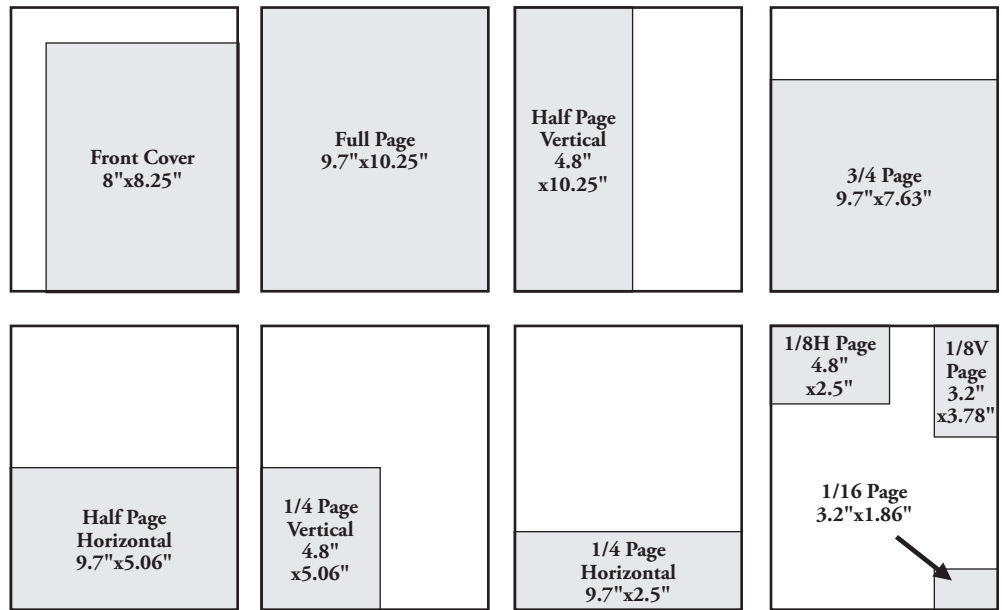
12/1/2008

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Mechanical Dimensions for Modular Ads



Our publication will accommodate non-modular size ads produced as column X inches. Our format is based on 6 columns X 10.25 inches (9.7"x10.25").
 1 col. 1.6" 2 col. 3.2" 3 col. 4.8" 4 col. 6.45" 5 col. 8" 6 col. 9.7"

Camera Ready Advertising Information

Ads can be taken in several formats:

- A PDF with fonts embedded (preferred format)
- Typeset in InDesign CS2 (with fonts and images packaged)
- An EPS file with font inclusion
- A TIFF file
- A JPG file

Must include a copy of all fonts (printer & screen) and artwork on disk (unless a JPG or PDF file is used).

Color Photographs and Artwork:

200 dpi minimum for photos – 300 dpi minimum for line art
 TIFF or EPS format – CMYK color (no RGB or Pantone colors)

Ads can be received by: CD or emailed to your sales representative.

Line Screen: Our Publication is produced using a 100 line screen.