

Advertising Technical Specifications

Advertisement Dimensions:

Cover and Full page with bleed:

- Trim size: 8.5" w x 11" h
- Type Safety: 0.5"
- Bleed add: 0.125" on all sides

Full Page Ad - no bleed

- Size: 7.5" w x 10" h
- No bleed

Half Page Ad - Vertical

- Size: 3.667" (3 2/3") w x 10" h
- No bleed

Half Page Ad - Horizontal

- Size: 7.5" w x 4.9" h
- No bleed

Third Page Ad - Vertical

- Size: 2.4" w x 10" h
- No bleed

Quarter Page Ad - Vertical

- Size: 3.667" (3 2/3") w x 4.9" h
- No bleed

Quarter Page Ad - Horizontal

- Size: 7.5" w x 2.4" h
- No bleed

File Adjustment/Repair

- Ads not provided as PDFs should be accompanied with a colour print or PDF as proof of intended appearance.
- Publisher not responsible for reproduction of colour advertisements unless valid colour proof is supplied.
- The advertiser will be given the option of repairing their own files when required. Advertising material requiring adjustment or repair will be billed separately, and individually quoted as required.

Ad File Specifications:

PDF Requirements– Preferred Format

We strongly recommend all ad files to be PDF/X-1a:2001 compliant. All scanned images must be high-resolution (300 dpi), CMYK (no spot colours, RGB, LAB, or ICC colour profiles), and saved in TIFF, PSD or JPG format. All fonts must be included and be Postscript or OpenType (no TrueType).

File to contain only one page or one spread. All required trapping should be done prior to creating the file. Crop marks are only required for ads that bleed (run off the page).

Other Acceptable Formats

Adobe Creative Suite Files (CS4 or earlier)

We can accept InDesign, Photoshop and Illustrator files. However, all fonts and linked illustrations and images must be provided (use the "Package File" option in InDesign, which will collect all the required files into one folder). Fonts may be outlined or embedded if your software permits.

Image files must be 270 to 300 dpi at final size, preferably in CMYK colour mode.

Ads composed in Photoshop must be minimum 300 dpi.

Photographs

- Should be submitted full size at resolution 300 ppi
- Minimum resolution 270 ppi at publishing size (final dimensions on page)
- Photos that have been set up for internet use will be too low in resolution for print

Unacceptable formats

We do not accept advertisement art files in the following formats under any condition:

- Microsoft Publisher
- CorelDraw
- Any word processing software
- Any presentation software such as PowerPoint

File Upload

You can upload files for free through Send Space at www.sendspace.com.

Send all artwork to marketing@oand.org