

# Retirement Connection—Ad Specs and Guidelines

Our publication is produced on a Macintosh platform. Files created on a Macintosh platform are preferred. Files created using a PC can only be accepted if properly saved as a Press Quality PDF. Publisher reserves the right to charge for all costs incurred in preparation of material submitted that does not meet the following specifications:

- Acceptable programs for creating your ads are: Adobe Illustrator CS, CS2, or CS3; InDesign CS, CS2 or CS3; or Quark XPress 6.0.
- All colors and images in your ad need to use **CMYK** color mode, at **300 dpi** (100% size or larger) .
- Whenever possible, please avoid type effects such as shadowing, distorting, etc. Your layout program may not successfully convert these effects to PDF.
- Please do not include a border around your ad.
- Layered files must be flattened.
- All fonts must be converted to outlines.
- Save your final approved file as a Press-Quality PDF. If this is not possible, we will attempt to make the PDF for you. Additional costs may be incurred.

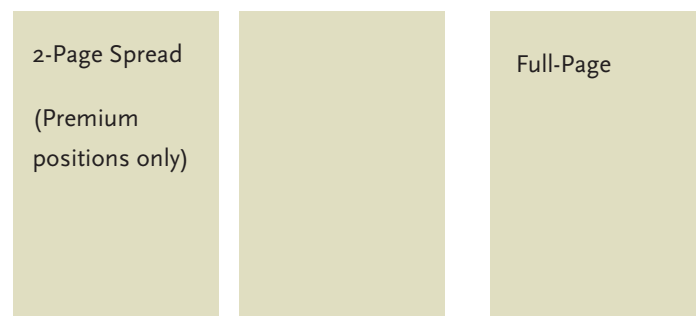
**If we are building your ad for you, please provide us with the following materials:**

- A general layout of the ad
- Copy in MS Word document
- **CMYK** images in .jpg, .eps or .tif format at **300 dpi** (100% size or larger)
- **CMYK** logo(s) in .eps or .tif format at **300 dpi** (100% size or larger)

We may scan your logo or photos if digital files are not available.

Retirement Connection Guide requires digital materials for all advertisements running in our publications. If you are unable to submit your ad according to these requirements, we can create your ad for you.

If you are interested in this service, please contact your representative for information and design rates.



## DIMENSIONS

2-Page Spread: Two full-page ads

Full-Page: 4.25" w x 7.75" h

Half-Page: 4.25" w x 3.75" h

Quarter-Page: 4.25" w x 1.75" h

Back Cover with full bleed (not shown)

Bleed: 5.75" w x 8.875" h

Trim size: 5.25" w x 8.375" h

Live area: 4.5" w x 7.625" h

(all content must lie within "live" area)

Half-Page

Quarter-Page

For information about delivery of files, contact Heather Anderson, Production Manager  
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