

## ADVERTISING MATERIAL SPECIFICATIONS

**CTPMA NEWS is printed on an offset printing press. The newsletter is saddle stitched. The COVER is COLOR, both front and back. The INSIDE is in one color, BLACK. The production workflow is on Macintosh computers using QuarkXpress 6.5, Photoshop CS and Illustrator CS. Windows or Macintosh files may be submitted, as they are generally universal between the two platforms.**

CTPMA requests that all ads for inside pages be submitted in black & white/Grayscale only. If supplied in color, we will convert to Grayscale at our discretion.

### **Formats Accepted:**

- Adobe Acrobat PDF files, distilled for print use is recommended and preferred.
- Complete "collect for output" QuarkXpress files - which must include all fonts, placed photos and graphics.
- High-resolution (300 ppi at 100% size) JPEG, EPS or TIF files.
- Photoshop format files
- Adobe Illustrator files with support files as needed.

### **Formats Not Accepted:**

- .Microsoft Word (.doc) files. If you MUST send these, then you must include some type of print or PDF proof, AND include all photos, logos, graphics, etc. separately.
- Microsoft PowerPoint (.ppt) files.

Also include a print out or a PDF file (if not submitting a PDF file for the ad itself) for reference purposes.

**How To Send:** Send files via email to [ctpmadgr@sbcglobal.net](mailto:ctpmadgr@sbcglobal.net), or via CD-R to: CTPMA, 1444 N. Farnsworth Ave, Suite 201, Aurora, IL 60505

Line Screen:	Printed at 150 LPI.
Final Trim Size:	8 ½ X 11 inches
Trim Allowance:	½ inch, head, foot and face
Bleeds:	Minimum 1/8 inch beyond final trim. On all bleed ads, live matter (including headlines, copy, addresses, etc.) should adhere to non-bleed dimen. Keep live matter 7/16 inch from all trim sides and ¼ inch from gutter.

### **Film & Copy Dimensions:**

	<u>Non-Bleed/live area</u>	<u>Bleed inch.</u>
Full Page ad Vertical	W7-1/2"x H 10"	W 8-3/4"x H 11-1/4"
Half Page ad Horizontal	W7-1/2" x H 5.0"	W 8-3/4"x H 5-5/8"