

# ENCORE ARTS PROGRAMS AD SPECIFICATIONS

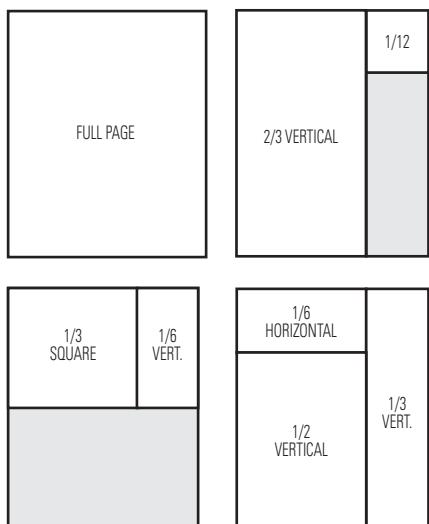
Share with your graphic designer or art director to achieve the best results possible for your ad.

## PUBLICATION SPECIFICATIONS

Trim Size.....	8.375" x 10.875"
Live Area .....	7.375" x 9.875"
Color.....	Four color process (CMYK)
Maximum Ink Density.....	300%
Line Screen.....	150 dpi
Image Resolution.....	Photos (300 dpi), Line Art (1200 dpi)
Format .....	3 column
Column Width .....	2.25"
Paper.....	Gloss
Binding.....	Saddle-stiched
Printing.....	Heatset Web Offset

## PRINT AD SIZES AND DIMENSIONS

FULL PAGE TRIM	8.375 x 10.875"
FULL PAGE LIVE	7.375 x 9.875"
FULL PAGE BLEED	8.625 x 11.125"
2/3 VERTICAL	4.75 x 9.875"
1/2 VERTICAL	4.75 x 7.375"
1/3 VERTICAL	2.25 x 9.875"
1/3 SQUARE	4.75 x 4.875"
1/6 VERTICAL	2.25 x 4.875"
1/6 HORIZONTAL	4.75 x 2.375"
1/12 SQUARE	2.25 x 2.375"



## PREFERRED AD FORMAT – PDF

PDF file (press optimized, CMYK, fonts embedded). If a PDF file is inconsistent with Encore's ad specifications, the ad will be returned to the advertiser for modification, or run as submitted.

Alternate ad formats: InDesign, Illustrator, Photoshop. Should a submitted file require modification to meet these ad specifications, the advertiser will be notified that it may be subject to production charges.

Fonts: Encore cannot accept PC fonts. Suggestion: If an ad requires several fonts, or a PC font, the ad should be created in a vector-based program such as Illustrator and converted to paths.

Unacceptable formats: PDFs created using PDF Writer, Publisher, Corel, Word, Excel, or PowerPoint.

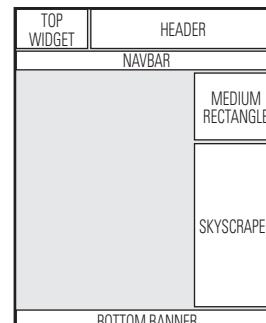
Modifications to ads: Should a submitted file require modification to meet Encore's ad specifications, the advertiser will be notified that the ad may be subject to production charges. Encore reserves the right to substitute fonts.

## ONLINE ADS

Online ads may be submitted as RGB, 72dpi jpeg, tiff, or png format in the following sizes:

## ONLINE AD SIZES AND DIMENSIONS

HEADER	728 x 90 pixels
NAVBAR	960 x 45 pixels
MEDIUM RECTANGLE	300 x 250 pixels
SKYSCRAPER	300 x 600 pixels
TOP WIDGET	192 x 90 pixels
BOTTOM BANNER	960 x 45 pixels



## DEADLINES

Ad materials are due one week after the space closing date of each publication. Your Account Executive will provide the appropriate deadlines for your customized schedule.

## PROOFS

If you have any concerns about color fidelity with your ad, we recommend that you submit a contract quality digital color proof.

## AD PRODUCTION SERVICES

Encore provides layout, typesetting, scanning and prepress services. Costs vary according to the type of work required. Production costs are non-commissionable. For more information, please contact your Account Executive.

## AD SUBMITTAL CONTACT INFORMATION

### E-mail:

production@encoremediagroup.com

### Phone:

206.443.0445 x116

800.308.2898 x116

### Mail:

425 N. 85th St., Seattle, WA 98103

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