

Idea Pack Mechanical Specifications

| Issue | Materials Due Date | In-schools Date |
|--------------|-----------------------|--------------------|
| August 2019 | July 17, 2019 | August 9, 2019 |
| January 2020 | December 18, 2019 | January 10, 2020 |
| August 2020 | July 17, 2020 | August 7, 2020 |
| January 2021 | December 4, 2020 | January 4, 2021 |

Acceptable Files

- PDF/x-1a+
- InDesign CC: package all fonts and links
- **Illustrator CC**: type converted to outlines, links embedded, saved as EPS
- **Photoshop**: flattened CMYK TIFF or EPS, 300 dpi
- QuarkXPress: package all fonts and links

Color

Both sides of card are 4-color (CMYK). RGB and spot colors (including PMS) must be converted.

Live Area

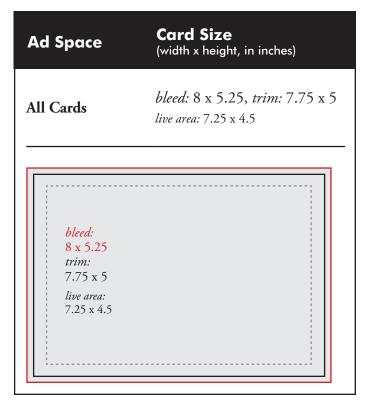
All text must be within the live area. Background colors and graphics may extend to the bleed area.

Submission

Please upload compressed files (stuff/zip) with advertiser's name to: <u>ptotoday.wetransfer.com</u> or by email (if less than 10MB) to jng@schoolfamilymedia.com

Any Questions?

Please call Janelle Ng at (800) 644-3561 x229.



If submitted materials are not to specifications and require modification or re-design, additional charges will apply.