

Acceptable Files

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

Color

4-color process (CMYK) ads only. RGB, PMS and spot colors must be converted.

2-Page Spread, Full Page, and Half-Page Spread

Bleeds and trim marks *must* be included.

Submission

Please **upload** compressed files (zip) with advertiser's name to:

ptotoday.wetransfer.com

or by **email** (if less than 10MB) to

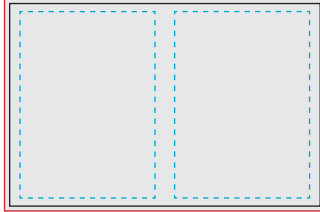
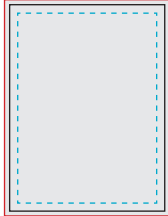
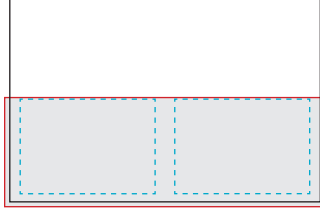
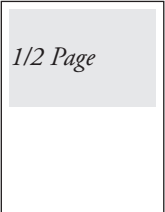
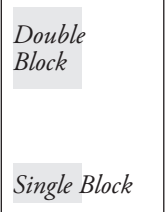

jng@schoolfamilymedia.com

Any questions?

Please contact Janelle Ng

jng@schoolfamilymedia.com

or (800) 644-3561 x229

Ad Space	Ad Size (width x height, in inches)	
2-Page Spread 	bleed: 16.25 x 10.75 trim: 16 x 10.5 <i>live area: 15.5 x 10</i> <i>gutter allowance: 0.5</i>	
Full Page 	bleed: 8.25 x 10.75 trim: 8 x 10.5 <i>live area: 7.5 x 10</i>	
Half-Page Spread 	bleed: 16.25 x 5.375 trim: 16 x 5.25 <i>live area: 15.5 x 5</i> <i>gutter allowance: 0.5</i>	
1/2 Page	7.25 x 4.75	 1/2 Page
Marketplace Double Block	3.5 x 4.125	 Double Block
Marketplace Single Block	3.5 x 2	 Single Block