PTO TODAY
The School-Family Connection

Idea Pack
Mechanical Specifications

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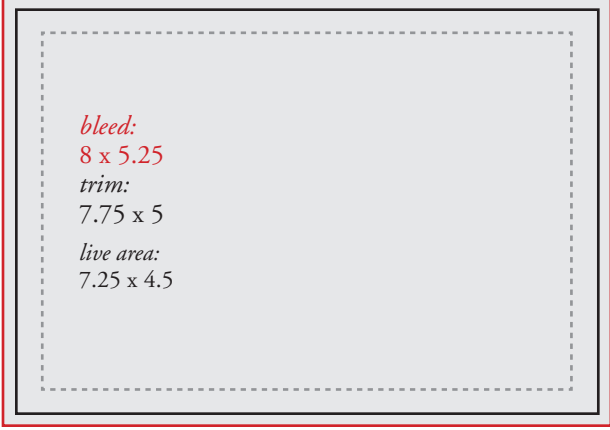
Live Area
All text must be within the live area. Background colors and graphics may extend to the bleed area.

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

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

Ad Space	Card Size (width x height, in inches)
All Cards	*bleed:* 8 x 5.25, *trim:* 7.75 x 5 *live area:* 7.25 x 4.5

bleed:
8 x 5.25
trim:
7.75 x 5
live area:
7.25 x 4.5

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