

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

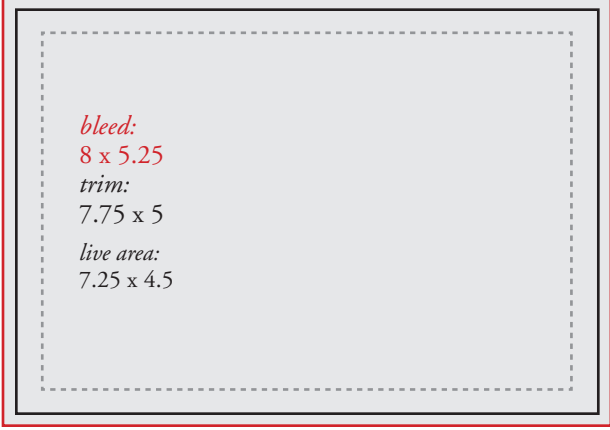
All text must be within the live area. Background colors and graphics may extend to the bleed area.

Submission

Please upload compressed files (stuff/zip) with advertiser's name to:
ptoday.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	<i>bleed:</i> 8 x 5.25, <i>trim:</i> 7.75 x 5 <i>live area:</i> 7.25 x 4.5
 <p>The diagram shows a rectangular card layout. It features three nested rectangles: an outermost red solid line representing the bleed area (8 x 5.25 inches), a middle black solid line representing the trim area (7.75 x 5 inches), and an innermost dashed gray line representing the live area (7.25 x 4.5 inches). The text 'bleed: 8 x 5.25', 'trim: 7.75 x 5', and 'live area: 7.25 x 4.5' is printed in red inside the live area.</p>	

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