

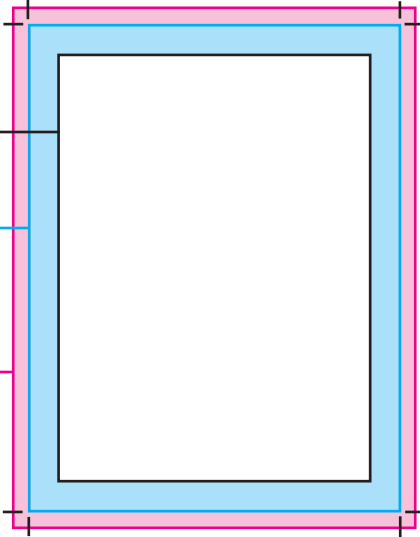


File Size

Live Area:
4.875" x 7.75"

Trim:
5.375" x 8.25"
(actual size)

Bleed:
5.625" x 8.5"



- **Live Area** maintains a .25 inch margin for the document and keeps copy away from the edge of the document which will be trimmed to final product size (trim size).
- **Trim size** is the actual document size - shown here with crop marks.
- **Bleed** is any element or background extending outside of the trim, which will be cut off to final trim size. 1/8" bleed on all four sides is required as a print industry standard.

File Requirements

- Files must be supplied as single page Version 1.3 PDF/X-1a files
- PDF file must be correct Trim size, with Bleed where necessary and copy inside the Live Area
- Files should be CMYK only - No RGB or Spot colors
- File names should be limited to 10 characters with no punctuation except .pdf
- When generating the PDF, only choose crop marks, file name and bleed. Other marks are not necessary
- All fonts must be embedded. Use actual typefaces instead of plain fonts with "styles" applied such as bold, italic, outline, etc.
- Do not use Multiple Master or True Type fonts
- Black type should be limited to 1 or 2 color breakdowns
- Images should be good quality with at least ink density of 280% and resolution of 300ppi
- Verify that all "white" components are set to knockout and not to overprint

National Advertiser Information Form

- Complete the National Ad Information form
- Zip your PDF and the form together
- Upload your .zip file to our ftp site at:
Server: ftp2.newpointmediagroup.com
User name: nationalads
Password: nationalads21
- Email specpub@newpointmediagroup.com when your .zip file has completed uploading

If you need any assistance,
please email cjock@newpointmediagroup.com

Agency Ad Information Form

Date: _____

Agency Name: _____

Contact Name: _____

Phone: _____

Email: _____

Ad Name: _____

Special Information: _____
