

full page
bleed
bleed size: 8.75 x 11.25
trim size: 8.25 x 10.75
live area: 7.5 x 10

full page
no bleed
7.5 x 10

Please send all
advertising graphic
files to:
**NAAdvertising@
NaturalAwakenings.com**

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

1) **Press-ready Adobe Acrobat® PDF file; PDF/X1a** is the preferred file preset. Compatibility should be set for Acrobat 4 (1.3). Please "flatten" all files with fonts embedded before saving. Export from InDesign or Quark Express as 'Press Quality'.

2) **Press-ready JPG & EPS files** are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

3) Layout:

- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
- Do not add printer's crop marks to any file
- Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
- All files must be CMYK or Grayscale. Do not use spot, RGB or LAB colors.
- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

4) Fonts:

- All fonts must be embedded and/or attached.
- Ensure all black text is 100% black (no rich black).
- Set all black text to OVERPRINT color backgrounds
- Ensure all reverses and colored text are 10 pt or larger, using a thick font.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

2/3 page
vertical
4.875 x 9.75

2/3 page horizontal
7.5 x 6.25

5/12
4.875 x 6.4375

half-page
vertical
(2-cp)
3.625
x
9.75

half-page
vertical
4.875 x 7.25

half-page
horizontal
7.5 x 4.75

1/3
vertical
2.375
x
9.75

1/3 horizontal
4.875 x 4.75

1/3 horizontal
7.5 x 3.125

1/4 vertical
(2-cp)
3.625
x 4.75

1/4 horizontal
4.875 x 3.125

1/4 horizontal
7.5 x 2.25

1/8
2.375
x
3.125

1/6
vertical
2.375
x
4.75

1/12
2.375
x 2.25

bus. card
3.625 x 2.25

1/6 horizontal
4.875 x 2.25