

NATIONAL DISPLAY

SPECIFICATIONS & GUIDELINES

- ▶ National display ad product is **two-sided 4/4 color**.
- ▶ **No Bleeds** allowed. Text and images must not extend into margins.
- ▶ All files must be **CMYK** 4-color process, not RGB or any other color space.
- ▶ Do not use 4-color black (rich black/registration).
- ▶ Working with packaged, native art is our first choice; vector, high-resolution PDFs with embedded fonts are also acceptable.
- ▶ Files must be high resolution (300 PPI).
- ▶ Acceptable file formats: InDesign, Illustrator, Photoshop, or high resolution PDF files. If PDFs are low res, they will require native art files.
- ▶ All images, artwork and fonts must be embedded in the final PDF file.
- ▶ **Failure to comply with these requirements may result in unsatisfactory printing or rejection of submitted artwork.**

