

FILE PREPARATION REQUIREMENTS

All ads should be submitted in gray scale (black and white).

SOFTWARE:

We prefer press ready, black and white PDFs to be submitted with all fonts embedded. The resolution of your PDF should be at least 266 dpi but no more than 550 dpi at full size. If submitting your ad in its native format, only the following Macintosh software applications are acceptable:

- Quark Xpress 6 or lower. Please include all fonts and art
- Adobe InDesign CS3 or lower. Please include all fonts and links
- Adobe Illustrator CS3 or lower. Please convert all type to outlines and include any placed art used in the layout

NOTE: We *CAN* accept files from PC versions of these programs, however all fonts will need to be outlined due to font conversion issues. *We highly recommend PC users submit artwork as a high resolution PDF.* You may also send a high resolution TIFF (.tif) in lieu of the above options. JPEG (.jpg) files should be avoided, unless the resolution is at least 266 dpi at final, full size. *DPI refers to the number of dots or pixels per inch. See your document's "Image Size."*

IMAGE/PHOTO RESOLUTION:

All photos used in your layout must be at least 266 dpi at full size to ensure quality reproduction. Line art should be 1200 dpi.

A general rule of thumb: do not use any imagery from a website. Usually these have a very low resolution (*often only 72 dpi*) and will not reproduce well.

FILE NAMING:

Please name your file in a way that makes it easy for us to identify the advertiser. Avoid generic names such as "ad.pdf". Instead try: "advertisername_adsize.PDF".

SUBMITTING:

Files under 6 megabytes can be accepted via e-mail. If file size exceeds 6 MB, contact Ellen Schneiderhahn (ellen@paradowski.com) for FTP upload instructions.

GENERAL DESIGN GUIDELINES:

- Type using tints of black should not be smaller than 10pt.
- We recommend reversed type not contain fine serifs or be set using a "light" or "thin" font and should be no smaller than 10pt.
- Ads should not contain PANTONE/spot colors or CMYK mixes. All color will be automatically converted to gray scale. This may produce an undesirable result.

SEE GRID TEMPLATE FOR AD SIZES.

SAMPLE GRID

The proposed grid will have 16 ad spaces. A single space is 1.7813" x 2.4063". The ad spaces will be offered in single spaces, groups of two (horizontal only), groups of 4, groups of 8 (horizontal and vertical) and groups of 16 (full page).

If there are gaps in the final layout we can insert illustrations of the girls from the other materials.

1

1.7813" x 2.4063"
or
474 x 640 pixels

1

2

3.6875" x 2.4063"
or
981 x 640 pixels

4

3.6875" x 4.9374"
or
981 x 1313 pixels

8

7.5" x 4.9374" Horizontal
3.6875" x 10" Vertical (*checkered portion*)
or
1995 x 1313 pixels (Horizontal)
981 x 2660 pixels (Vertical)

16

Full Page
7.5" x 10"
or
1995 x 2660 pixels