[print specifications]

The preferred format for receipt of print advertising files is PDF.

Materials may be submitted to **ads@musicalamerica.com**.
PDF files are preferred and accepted only if press quality with fonts embedded. NO JPGS accepted.
Please include contact information and advertiser name.

[software]

The following software programs are supported:

- QuarkXpress (7 or lower)
- Adobe InDesign (CS6 or lower)
- Adobe Photoshop (CS6 or lower)
- Adobe Illustrator (CS6 or lower)
- **Any other applications are unacceptable.**

[fonts]

- **FONTS MUST BE EMBEDDED**.
- Supply all printer and screen fonts, including fonts embedded in art files.
- Pseudo-type commands should not be used. (i.e., if italics are desired, then the italic version of the font should be used, not the italic style)

[how to embed fonts in PhotoShop]

- Make sure the color mode is Grayscale.
- Select Don't Merge"when changing the color mode. Leave the layers as is.
- Make sure there is no faux bold, ital, cap, etc. (Don't click on any of the little boxes that change the text characteristics. Must use the actual font.

- Go to File/Save As Photoshop PDF. Uncheck box on "Embed color profile…"; click Save.
- Pull down menu on top, select "Press Quality." You can leave checked boxes as is.
- On left, "Output"; under "Color" change "Color Conversion" to "No Conversion" and make sure that "Profile" "Don't Include Profile" is selected.
- Save PDF.

[scans]

- Scanned images must be saved as TIFF or EPS.
- Line art should be scanned at 600 dpi and saved as TIFF. Be sure not to scan line art as halftone. (In Photoshop, use the "Bitmap" mode)
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 90; mid-tones 40-50%; any dot under 5% will drop to white.
- 4/C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), with an ink limit of 280%. The high-res image should be imported directly into the document.
- Do not enlarge images over 110%.

Advertising Deadlines:
Space reservations: 1 October
Materials: 8 October

609-455-8744/jdangelo@musicalamerica.com

[ad sizes]

Non Bleed	Width x Height	Width x Height
Full Page	7" x 10"	17.78 x 25.40 cm
2/3 page	4 9/16" x 10"	11.59 x 25.40 cm
1/2 island	4 9/16" x 7 3/8"	11.59 x 18.73 cm
1/2 horizontal	7" x 4 7/8"	17.78 x 12.38 cm
1/3 vertical	2 1/8" x 10"	5.40 x 25.40 cm
1/3 horizontal	4 9/16" x 4 7/8"	11.59 x 12.38 cm
1/4 page	4 9/16" x 3 1/2"	11.59 x 8.89 cm
1/6 vertical	2 1/8" x 4 7/8"	5.40 x 12.38 cm
1/6 horizontal	4 9/16" x 2 3/8"	11.59 x 6.03 cm
1/8 page	3 1/2" x 2 1/2"	8.89 x 6.35 cm
2 inch, 1 column	2 1/8" x 2"	5.40 x 5.08 cm
1 inch, 1 column	2 1/8" x 1"	5.40 x 2.54 cm

Bleed	Width x Height	Width x Height
Full page (live area)	7 3/8" x 10 1/8"	18.73 x 25.72 cm
Trim size	8 1/8" x 10 7/8"	20.64 x 27.62 cm
2/3 page (live area)	4 7/8" x 10 1/8"	12.38 x 25.72 cm
Trim size; bleeds right only	5 1/4" x 10 7/8"	13.34 x 27.62 cm
1/3 page V. (live area)	2 3/8" x 10 1/8"	6.03 x 25.72 cm
Trim size; bleeds right only	2 3/4" x 10 7/8"	6.99 x 27.62 cm
1/2 page H. (live area)	7 3/8" x 5 1/8"	18.73 x 13.02 cm
Trim size	8 1/8" x 5 1/2"	20.64 x 13.97 cm

NOTE: Text must not exceed live area; ADD ¼" bleed on all sides.