

PIP ad journal sizes

**overall page
trim = 6w
x 9h no bleed
(heavy black
line)**

**page margins
and between-
ad margins =
1/4"**

**1/2 page ad =
5.5w x 4.125h**

**full page ad =
5.5w x 8.5h**

**1/4 page ad =
2.625w x
4.125h
(vertical)**

**1/4 page ad =
5.5w x
1.9375h
(horizontal)**

updated march 2006

Re How to prep materials for inclusion

Work is processed on a Mac in Quark 6.5,
Illustrator 12.01(CS2), Photoshop 9 CS2).

**NO MATTER HOW YOU'VE CREATED YOUR
AD, PLEASE PROVIDE CLEAN HARD COPY.**

▲ If you have prepared materials on a comput-
er, please convert all fonts to artwork, if you
can.

▲ If you have prepared materials on a comput-
er, and you have access to Adobe Acrobat
Distiller, create a pdf file using Distiller. In
Distiller, go into Distiller/Job
Options/Compression menu and apply the fol-
lowing values: 254 in the first window, 254, and
600. Also check "Embed all fonts" in the Font
Embedding menu and then distill the file. Check
your results using Acrobat Reader.

▲ If you have prepared materials on a computer, and you do NOT have
Distiller, please follow these guidelines:

■ If Quark on Mac or PC, send native file saved for compatibility with
Quark 5 or 6 PLUS ALL IMPORTED GRAPHICS AS SEPARATE FILES.
BE SURE TO INCLUDE ALL FONTS. If you can, convert fonts to out-
line; pc fonts may not work.

■ If Pagemaker, make sure all graphics are imported as complete
graphics files, not just as PICT representation. Convert all fonts to art,
or include all fonts in use.

■ If Illustrator, convert all type to outlines and save as eps for Mac. In

Document Setup, use 400 instead of 800 as final output resolution.

■ If Photoshop, save as tiff or eps for Mac. Resolution must be AT
LEAST 260 dpi at the actual printing size. You may jpeg the photo using
high settings so that image quality is not lost.

■ **PUBLISHER FILES ARE NOT USEABLE.**

■ Microsoft Word files are not useful except by resetting them or scan-
ning as art. Effort will be made to simulate look of your layout, no guar-
antees. Images imported into Word may or may not be extractable.

■ If all else fails, send text file that can be set and styled for you. Save
as "text only" from your word processing program.

▲ If you have sent something that cannot be placed into Quark, your

document may have to be reset and/or scanned. Grayscale images will
not reproduce as cleanly as if you had supplied original b/w art; they
may still be acceptable, but best is to send original art. Faxes are not
clean enough to scan if you desire clean output.

▲ If you have only hard copy or business cards with logos, and the like,
send cleanest originals possible (don't staple over important details) for
scanning or re-creation. These procedures take additional time and
result in additional overall cost.

Please note that the type in tiff files will not print as cleanly as live, non-
rasterized type.

If what you have is smaller than 10 or 15M, please send it to
lobdell@optonline.net. Compress as self-extracting, zipped archives.

If the files are too large to e-mail, send Mac or PC floppy disks, zip
disks (up to 100 M), CD (Mac platform) or DVD.

**IN ANY CASE, PLEASE FAX a hard copy of what the document should
look like to 973.484.6181.**

FedEx/UPS packages, US mail and deliveries may be sent to L.
Lobdell, 352 Highland Avenue/Newark NJ 07104/201.306.2769. Okay to
leave without signature.

For technical questions, call Linda directly at
cell number: 201.306.2769 (will take
voice mail after 6 rings) or fax 973.484-6181. lobdell@optonline.net

