

2018 Advertising Specs

Dimensions shown are width x height.

FULL PAGE

Non-Bleed
8 x 9.25

Bleed
9 x 10.75 trim
9.25 x 11 bleed
8 x 9.75 live

1/2 PAGE HORIZONTAL

8 x 4.5

1/2 PAGE VERTICAL

3.875 x 9.25

1/3 PAGE SQUARE

5.25 x 4.5

1/4 PAGE VERT.

3.875 x 4.5

ACCEPTABLE FORMATS

Preferred Format: High resolution PDF

Use the PDF/X-1a settings to create an high resolution pdf. (If you are not sure how to create a pdf, please call for our settings)

Other accepted applications:

- Adobe InDesign (CC or lower)
- Adobe Illustrator (CC or lower)
- Adobe Photoshop (CC or lower)

If supplying files in InDesign or Illustrator, all graphics and fonts must be included with your file.

Ads created in Photoshop or Illustrator must be saved in eps or TIF format with fonts either embedded or converted to paths, curves or outlines.

PROOFS

Please include a color proof of your ad. If color proofs are not supplied, Three Dog Ink cannot be responsible for accurate ad reproduction.

NEED HELP?

If you have any questions about preparing your ad, call our art department at 252.261.6490. Three Dog Ink can provide graphic design services to help you craft the perfect ad for your business.

DIGITAL SPECIFICATIONS

- 300 dpi resolution at 100% print size
- Colors converted to CMYK
- Be sure to embed all fonts in your final pdf file

All colors must be converted to CMYK. RGB and spot colors not accepted.

MISCELLANEOUS

Photoshop Files: Please resize Photoshop files accordingly so they are placed into your layout program (e.g., InDesign) at 100%. Do not embed color profiles as the colors do not process properly during printing

Illustrator Files: Convert all fonts to outlines, paths, or curves.

We DO NOT accept any files created in Microsoft Publisher or Microsoft Word.

SENDING FILES

When sending PDFs via email (send to: art@threedogink.com) there is no need to compress them. If sending other artwork via email, please compress all files into a .zip archive. For files larger than 10MB, please send via Dropbox.com or call for our ftp site info.

Art Department:

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THREE DOG
INK MEDIA
PUBLISHING • GRAPHICS

threedogink.com