

AD SIZES & SPECIFICATIONS

full page bleed specifications
make document 8.75" x 11.25"

bleed size: 8.75" x 11.25"

trim size = 8.25" x 10.75"

ad content area, 7.5" x 10"

position of ad area:
.625" down from top &
.625" in from the left side
(red dots mark ad content corners)

full page no bleed
7.5" x 10"

For Natural Awakenings,
Email your advertising graphic files to:
Info@NaBroward.com
or, send via our online forms
NaBroward.com/display-ad.
Questions? Office @ 954-630-1610

Formatting for Offset Press-Ready Ads

If you are providing a print-ready digital file, your ad must be submitted using the following specifications:

- 1) Press-ready Adobe Acrobat® PDF file; PDF/X1a is the preferred file preset. Please "flatten" all files with fonts embedded before saving. Export from InDesign as 'Press Quality'.
- 2) Press-ready JPG & EPS files are accepted. Save Adobe Illustrator files as EPS with embedded photos & art. All fonts converted to outline. Save Adobe Photoshop files as flattened JPG, 300 dpi, in CMYK. 100% black text should be the top layer before flattening so it will overprint any background.

- 3) Layout:
- Build ads to exact size dimensions, only full page bleed ads require 1/4th inch beyond the trim area on all four sides
 - Set type in InDesign or Illustrator (not Photoshop) to avoid low res soft type.
 - Do not add printer's crop marks to any file
 - Use high resolution images, 300 dpi for photos and 1200 dpi for non-vector line art is recommended
 - All RGB elements must be converted to CMYK. Convert spot, Pantone or LAB colors to CMYK.

- Do not embed ICC profiles in images
- Avoid scaling images. If necessary, stay within 50%-150% range
- Flatten all transparent objects at a high resolution. Avoid placing transparent object over text or other critical vector objects
- Total ink coverage shouldn't exceed 280%
- Files should be right-reading, portrait mode, 100% to size with no rotations

- 4) Fonts:
- All fonts must be embedded and/or attached.
 - Ensure all black text is 100% black (avoid rich black (4 color) to avoid registration issues).
 - Set all black text to OVERPRINT color backgrounds
 - Ensure all reverses and colored text are 10 pt or larger, using a thick font.

No computer-printed material or website images will be accepted.

Microsoft Word, Publisher or Canva files will not be accepted for print-ready ads.

Emailed files must be under 15 MB.

2/3 page vertical
4.875" x 9.75"

2/3 page horizontal
7.5" x 6.25"

5/12
4.875" x 6.475"

half-page vertical (2-col)
3.625" x 9.75"

half-page horizontal
7.5" x 4.75"

half-page vertical
4.875" x 7.25"

Mark Your Calendar (MYC) ads:
\$50/col inch. Minimum of 2".
2" to 9" available

1/3 vertical 2.375" x 9.75"

1/3 horizontal 4.875" x 4.75"

1/3 horizontal 7.5" x 3.125"

1/4 vertical (2-col) 3.625" x 4.75"

1/4 horizontal 4.875" x 3.125"

1/4 horizontal 7.5" x 2.25"

1/8 2.375" x 3.125"

1/12 2.375" x 2.25"

1/6 vertical 2.375" x 4.75"

bus. card 3.625" x 2.25"

1/6 horizontal 4.875" x 2.25"