

AD SUBMISSION SIZES (WIDTH X HEIGHT)

Full Page	8" x 9.75"
Jr. Page	5.25" x 7.5"
Half Page -Vertical	3.9375" x 9.75"
Half Page -Horizontal	8" x 4.8125"
Quarter Page	3.9375" x 4.8125"
Eighth Page — Vertical	1.9" x 4.8125"
Eighth Page — Horizontal	3.9375" x 2.3437"
Sixteenth Page	1.9" x 2.3437"
Finished, Trim Size of Magazine	9" x 10.875"

No bleeds on ads.

ACCEPTABLE FORMATS: We are PC based.

Acrobat PDF

Create a high resolution PDF using the Press Quality setting.
Make sure to embed all fonts.

Adobe InDesign CS4, Adobe PageMaker 7.0 or earlier

Include all fonts, scanned artwork, logos, photos used, as well as linked graphics. Missing fonts will be substituted at *Washington Parent's* discretion with the closest font available in our library.

Adobe Photoshop CS4* or earlier

- For photogrey create using 300 resolution. For line art or text only create using 1200 resolution
- Provide a Photoshop PDF (see below), PSD, or TIF (**NO** lzw compression) file
- Convert to CMYK (if your ad prints in color) or grayscale (if your ad prints in black & white)

Adobe Illustrator CS4 or earlier

- Save as Illustrator eps.
- *Create outlines for all text or embed all fonts when saving as an eps*
- Embed all links

Microsoft Applications

- Word 2000 and Publisher 2000
- Send all fonts. Missing fonts will be substituted at *Washington Parent's* discretion with the closest font available in our library.

*PHOTOSHOP PDF INSTRUCTIONS

We recommend this method if text has been used in Photoshop. It will result in sharper type even at small sizes.

1. Have Photoshop file with all layers open (**do not rasterize or flatten type**)
2. Save As > Format: Photoshop PDF
3. Have "Preserve Photoshop Editing Capabilities" or "Include Vector Data" box checked
4. Use Adobe Preset - Press Quality. Save PDF.

PLEASE SUBMIT ALL QUESTIONS, ADS AND AD MATERIALS TO:

Production Department *Washington Parent*

E-mail: production@washingtonparent.net
or use
www.yousendit.com

GRAPHICS

Color Settings:

- CMYK for all ads printing in color
 - Total Area Coverage **maximum** is 240%
 - Convert all Pantone colors to CMYK
 - Select grayscale for all black & white ads
- Do not use LAB, RGB or Indexed color**

CRITERIA

- ◆ For large files we recommend using www.yousendit.com.
- ◆ ARTWORK SUBMITTED AS CAMERA READY WILL BE PRINTED AS SUCH, AND WASHINGTON PARENT WILL NOT BE HELD RESPONSIBLE FOR TYPOS, THE REPRODUCTION OF POOR QUALITY ARTWORK OR ARTWORK THAT DOES NOT MEET OUR SPECIFICATIONS.

ADS SUBMITTED FOR DESIGN

- ◆ Ads submitted for design must include all logos, photos and graphics. Customers may suggest clip art and we will try to the best of our ability to locate it. Customer-supplied artwork should be black and white unless ad is to print in color.
- ◆ Send original high resolution artwork and photos to ensure best quality.
- ◆ All copy must be typewritten or legibly handwritten with complete instructions for the designer. The amount of copy submitted must be appropriate for the size of the ad.
- ◆ Exact font matches cannot be guaranteed. Specify fonts by name whenever possible.

RECOMMENDATIONS

- ◆ DON'T use text smaller than 9pt printing in any combination of CMYK (no color builds). Thin/fine serifs should be avoided. It may be hard to read when printed.
- ◆ DON'T use reversed text (white type with a solid background) that is 9pt or smaller or use thin type. It may be hard to read when printed.
- ◆ We don't recommend using graphics/images/photos from a website. They are low resolution and will not print as clearly as high resolution graphics/images/photos.