

production fees & specifications

Ad Size	Dimensions (w x d)	Design Fees
¼ Horizontal	4.375" x 1.875"	\$80
¼ Vertical	2.062" x 3.75"	\$80
½ Horizontal	4.375" x 3.75"	\$100
½ Vertical	2.062" x 7.75"	\$100
Full Page	4.375" x 7.75"	\$150
Covers	5.375" x 8.375" trim	\$200
In-Column	Client to provide logo	\$40

FULL PAGE	¼ pg. - H		½ pg. - V
	½ pg. - H	¼ pg. - V	

Web Fees

Animated GIF added to your display ad | \$100

Promote Open House Dates, Special Sales, or Events with an animated message or image (GIF) added to your display ad on your "Listing Detail Page."

Production Specifications

Accepted media: CD-R (preferred), or e-mail uploads

Acceptable file formats: QuarkXPress (included font & image folder), Adobe Illustrator (fonts must be outlined), Adobe Photoshop (included font folder), High Resolution PDFs (created with Adobe Acrobat Distiller PDF/X-1A:2001).

Images/scans: Rasterized images (TIFF & EPS created in Photoshop) should be high resolution, 300 dpi. All images provided must be CMYK and color corrected (No Pantone/PMS or RGB colors).

Logos/artwork: Vector art should be saved as Adobe Illustrator EPS files. Preview should be set to CMYK, and colors must be CMYK or grayscale. All fonts must be converted to outlines. Any nested rasterized image must be embedded (not merely linked) in the Illustrator file, and the rasterized image must be provided separately.

Acceptable fonts: All printer and screen fonts must be included with digital files. PostScript Type 1 and Type 3 fonts are acceptable; True Type fonts are not acceptable.

Cover Bleed Specifications: Full page trim is 5.375" x 8.375". Add minimum 1/8" bleed on each edge. Keep live matter 3/8" from trim edge.



Since 2002, hundreds of thousands of parents have turned to The Education & Enrichment Guide to find what they were looking for!