

# Backyard Saver



Savings Magazine

## Client Supplied Ads Specifications Form

**BACKYARD SAVER MAGAZINE TRIM SIZE IS 8.375" w x 10.875" h**

**IMPORTANT: KEEP ALL TEXT AND IMAGES WITHIN THE  
LIVE AREA WHEN BUILDING ADS PER SPECS BELOW**

### Full Page Ad

**Live Area:  
7.875" w x 10.125" h**

**Trim Size:  
8.375" w x 10.875" h**

**Bleed Size:  
8.625" w x 11.125" h**

### 1/2 Horizontal Ad

**Live Area:  
7.875" w x 4.937" h**

### 1/4 Vertical Ad

**Live Area:  
3.82" w x  
4.935" h**

Coupons can only be  
half of the ad size:  
Top Half, Bottom Half  
or Right Half of ad.  
**NO COUPONS ON LEFT SIDE!**  
Any questions regarding  
coupons please call  
Backyard Saver Magazine.

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### FILE FORMAT:

#### Preferred Applications:

- Adobe Acrobat – High Quality PDF (PDF/X-1a standard PREFERRED)
- Adobe InDesign
- Adobe Illustrator
- Adobe PhotoShop
- QuarkXpress - SAVE OUT AS PRESS READY PDF (not highly recommended)

We **DO NOT ACCEPT** the following formats:  
Macromedia Freehand, PowerPoint, CorelDraw,  
Publisher, Excel or Multi-Ad Creator.

### *Due to print quality issues, we cannot accept the following.*

- Low resolution images (under 300dpi).
- Images from websites. Most pictures or graphics from websites are LOW RESOLUTION (under 300dpi). Please do not send these files if they are LOW RESOLUTION .
- Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles.
- Supplied film.
- Spot, Pantone or RGB color modes.
- Styles applied to type in the program application menu.

**QUESTIONS?**  
**Call 513-633-6342**

### IMAGE RESOLUTION:

- Color Images – minimum 300 dpi at 100%
- Continuous Tone or Grayscale – minimum 300 dpi
- Linework Images – 1200 dpi resolution with a minimum of 600 dpi.
- eps, tif or jpg – no compression

### COLOR:

- All colors must be in CMYK mode (not RGB). Pantone and TruMatch colors should be converted.
- Embedded ICC profiles, intended to manage color and print characteristics, will not be honored in processed pages.
- When using black in large areas please fill with C-60, M-50, Y-50, K-100

### FONTS:

- Open Type Fonts
- Type 1 Postscript Fonts (supply screen and printer fonts)
- Please DO NOT bold, italicize, shadow, outline or underline type in your styles toolbox or palette. Use the actual font or create it in an illustration program then create outlines.
- Whenever possible, please avoid True Type Fonts
- All fonts used in a PDF file MUST be embedded with no subsetting.
- If a file is provided—PDF or otherwise—without fonts, this carries with it a risk—assumed by the customer—the results may not match the files as submitted by the customer.
- Reversed type should be a minimum of 8 points to avoid diminished legibility.