



PRODUCTION GUIDELINES

Digital Requirements are as follows: Ink Publishing & Design is a Macintosh based company. Ink Publishing & Design will accept digital files for ads and sponsor pages or hard copy from which we will create a digital file.

All digital files that are supplied to IPD are acceptable if created in the following programs, in either Mac or PC platform:

- Adobe Illustrator CS6
- Adobe Photoshop CS6 or later
- Vector graphics should be set-up as EPS files and all text converted to outlines
- High resolution PDF, JPG, or TIFF
- All photos and artwork must be at least 300 dpi and have a color space of B&W or CMYK
- We will accept Microsoft Word text files.
- DO NOT SEND PUBLISHER, POWERPOINT, PAGEMAKER OR EXCEL FILES.

Digital files should be transferred to us on the proper media:

- Compact Disc
- Email to ads@inkmagazines.com
- A hard copy must accompany all files unless you email your ad. Hard copy must be legible. No faxes or handwritten copy will be accepted.

AD SIZES

Pages should all be built as single pages, trimming to 8.5" x 11" with 1/8" bleed on all sides. All ads must be sized to our specifications.

Full Page (no bleed) . . . 8" x 10.5"	1/6 horizontal 4.8" x 2.4"
Full Page (full bleed) . . 8.75" x 11.25"	1/6 square 3.75" x 3.187"
2/3 horizontal 7.75" x 6.625"	1/6 vertical 2.4" x 4.9"
1/2 horizontal 7.675" x 4.9"	1/8 horizontal 3.725" x 2.4"
1/2 vertical 3.75" x 10.25"	Business Card 3.5" x 2"
1/3 horizontal 7.75" x 3.187"	1/9 vertical 2.4" x 3.187"
1/3 square 5" x 4.9"	1/12 square 2.5" x 2.5"
1/4 vertical 3.725" x 4.9"	1/24 horizontal 2.5" x 1.125"
1/4 horizontal 7.75" x 2.375"	

Please follow these additional guidelines:

- Do not use True Type Fonts.
- All image files must be set up as a JPG, PDF, TIFF or EPS.
- All color in Illustrator and Photoshop programs must be set for process color.
- All files MUST be embeded in artwork, such as fonts & document if sending as Illustrator, Photoshop, or EPS file.
- Slides will not be accepted for front cover or any large photos in the magazine. We will accept photo prints. These photos should be the same size or larger than that will be printed. The quality is reduced as the photo is enlarged.
- If files are not supplied within the above specifications there will be a (minimum) \$65 charge per ad. This charge will be billed to the advertiser. NO EXCEPTIONS
- If you would like your disc, artwork or photos returned, you must include a stamped self addressed envelope.

For any additional information:
Visit our website at www.inkmagazines.com and select advertiser support
or You can call us at 502-271-1166