

Print Display Ad Specifications

Accepted programs and formats

High resolution PDFs (Portable Document Format) are preferred. Be sure to embed all fonts. Please make sure all colors are converted to CMYK.

Resolution

For the best printing reproduction, place all images at 100% at 300dpi and build Photoshop ads to actual size at 300dpi. 72dpi files and images off Web sites are not acceptable and will have poor reproduction quality.

Color

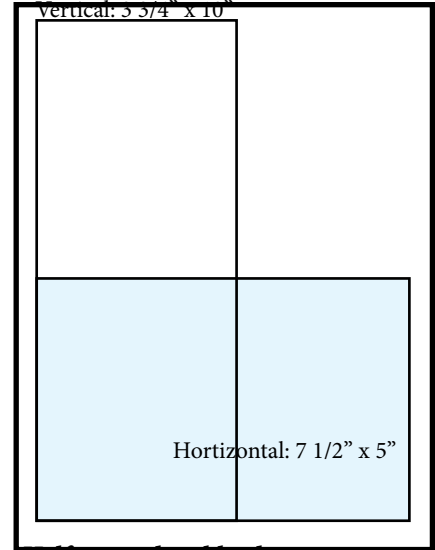
CMYK (full color) or grayscale (black & white).

Submit materials

Email as a file attachment to kharrell@tex-ems.com.

Got questions

Call Kelly Harrell at 512-771-4153.



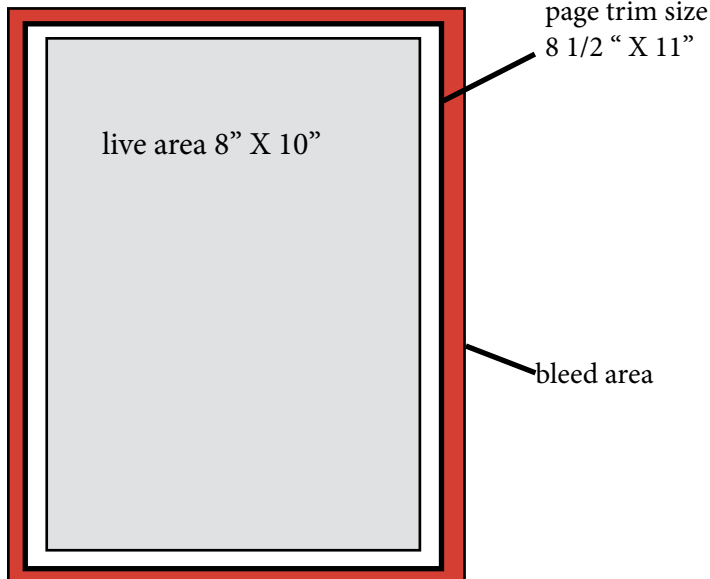
Half page ad no bleed

Horizontal: 7 1/2" x 5"

Vertical: 3 3/4" x 10"

For a half page ad with bleed add

1/2 inch to each side.



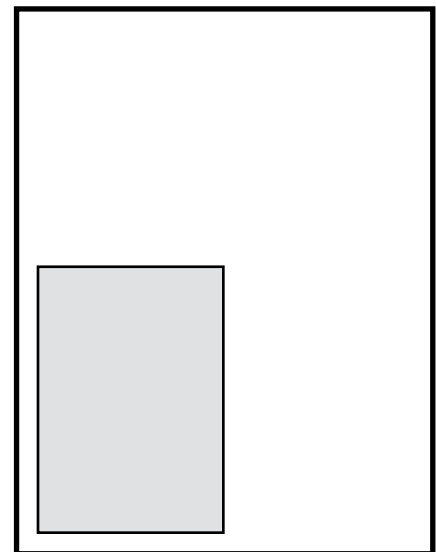
Full page ad no bleed

8" x 10 1/2"

(page trim size 8 1/2" X 11")

Full page ad with bleed

Bleed size: 9" x 11 1/2"



Quarter page ad no bleed

3 3/4" X 5"

For a quarter page ad with bleed

add 1/2 inch to each side.

NOTE:

Bleed: (where applicable) the excess image area that must pass the trim dimensions to avoid having the image border accidentally print (a quarter inch is fairly standard).

Trim: Where the page itself will be cut. Because it is cut by a machine, the cut is not absolutely precise every time (but it is very close). Some slight shifting does occur.

Live: The area where your main typographic elements should be without worrying about their being cut off or cut off from view. This area ensures that your typography and main graphics will be seen.