



**TECHNICAL GUIDELINES:**

- Save all art as high resolution (300 dpi) and four-color process CMYK. *(Spot colors need to be converted to Process)*
- Outline ALL fonts or package the fonts along with your artwork.
- Document size must be the same as ad size. Full-page ad must have bleed and adhere to live area. *Please do not include crop marks, color bars or extra space.*
- Apply rich black (C: 40 M:20 Y:20 K:100) to large areas of black.

**ACCEPTED FILE FORMATS:**

|                   |           |
|-------------------|-----------|
| Adobe Acrobat     | .pdf/x-1a |
| Adobe Illustrator | .EPS      |