



Advertising Submission Guidelines

Full Page Ad Specs -

- Live Image Area 7.25" x 9.75"
- Trim Size 8.25" x 10.75"
- Bleed Size 8.75" x 11.25"

Images -

- Images must be 300 dpi resolution at 100%
- Save all color scans and graphic elements as CMYK (not RGB)
- All black & white ads must be in grayscale

Applications -

- Adobe Photoshop CS3 or earlier version
- Adobe Illustrator CS3 or earlier version
- Adobe InDesign CS3 or earlier version
- Adobe Acrobat 8 or earlier version

Digital Files -

- EPS file
- TIFF file
- High resolution PDF file, however we will be unable to make changes or corrections to these files.
(If submitting print ready PDF file, please request a copy of PDF guidelines.)
- Submission of JPEG, GIF, BMP, and PICT images will result in loss of image quality.

Accepted Media -

- CD-ROM
- DVD-ROM
- Files can be uploaded to our online storage site

Reminders -

- If an ad does not meet the required specifications, the ad may not be printed properly. Please call if you have questions.
- If you're concerned about meeting the specifications, The Royal Spaniels can design your ad for you.

Submit ads to:

Holly Cornwell, The Royal Spaniels Magazine, P.O. Box 57, Van Etten, NY 14889

Telephone & Fax - (607)589-7803 • Email - royalspaniels@frontiernet.net • Or ask for FTP details

