

The purpose of this guide is to ensure accurate output of your display ad. It is very important that you review this carefully and contact our graphics department if you have any questions.

(602) 438-1566 ext. 105

Ad requirements can also be viewed on lovinlifemedia.com

Printing Specs:

Printed on web offset

85 Line Screen

1200 dpi output preferred

Page Size 10.5" x 11.5"

Image Size 9.375" x 10.375"

Allow for 30% dot gain

Screen frequency for halftones should be 100 line

Black Ink Limit 92%

Total Ink Limit 280%

PC or Mac platform

Acceptable Software:

InDesign CS3, Adobe Illustrator CS3 (or older),

Photoshop CS3 (or older)

* If you are working in other programs or platforms, please contact us to make other arrangements for your ad.

Column widths for display ads:

Full Page		= 9.375" x 10.375"
3/4 Page	(vertical)	= 7.000" x 10.375"
	(horizontal)	= 9.375" x 7.75"
9/16 Page		= 7.000" x 7.75"
1/2 Page	(vertical)	= 4.625" x 10.375"
	(horizontal)	= 9.375" x 5.125"
3/8 Page	(vertical)	= 4.625" x 7.75"
	(horizontal)	= 7.000" x 5.125"
1/4 Page	(vertical)	= 4.625" x 5.125"
	(horizontal)	= 9.375" x 2.500"
1/8 Page	(vertical)	= 2.25" x 5.125"
	(horizontal)	= 4.625" x 2.500"

GENERAL SPECIFICATIONS FOR CREATING FILES

- ✓ ***We can accept native InDesign files:**
 - Use Adobe Photoshop or Adobe Illustrator for photos, logos or graphics type. Adobe Illustrator files are acceptable if pictures are embedded and fonts have outlines created on them.
 - * We can also accept b/w ads created or scanned in Photoshop. **No Scanned Color Files Please**
- ✓ **Imported Graphics or Scans:**
 - **Scan at: 85 line screen/170 dpi.**
 - **Line-art should be 600 dpi.**
 - Photo files should be saved as EPS.**
- ✓ **Process Color Only:** Save all files in the CMYK mode. **No RGB or Pantone colors.** Files will not separate correctly otherwise.
 - * To ensure the best color match for your ad, ask our Sale Reps about our CMYK color charts.
- ✓ **NO FILM PLEASE:** Because of electronic output of all artwork for our paper, conventional film is not acceptable
- ✓ **All Artwork Supplied on:**
 - Zip disk
 - CD-R
- ✓ **PDF Files:** All ads should be worked in the programs stated above and sent or e-mailed. Make sure fonts are embedded and please send native (complete) files as a backup.
- **Color or b/w proof must be provided**
- Also include all support files (i.e. fonts, photos, illustrations).
- ✓ **Fonts:**
 - Include all screen & printer fonts used in your ad.
 - * Fonts will be replaced if the correct files are not sent.
- ✓ **E-mail:**

You may e-mail your ad to graphics@seniormedia.com
Please note the advertiser's name on the subject line.

Mail To...

3200 N. Hayden Rd • Suite 330
Scottsdale, AZ 85251
ATTN: Graphics Dept.

E-mail:

graphics@seniormedia.com
(Please contact our Sales Reps
if you plan to e-mail your ad)