



# Advertising Specs

**The following are the digital specifications for customer and agency submitted ads. Failure to adhere to these specifications may result in the ad materials being returned for revisions.**

- 1.** The magazine uses a **MACINTOSH OSX** operating platform, and therefore can only accept certain criteria.

**Acceptable software programs:**

- QuarkXPress version 4 to 6.5 (.qxd files)
- Adobe Illustrator version 10 or earlier (.ai files)
- Adobe Photoshop version CS or earlier (.psd files)

**Additional formats include:**

- Portable Document Format (.pdf)
- Encapsulated Postscript (.eps)
- Tag Image Bitmap File (.tif)
- (.jpg) High resolution, 300 dpi minimum at actual size

**Acceptable storage media:**

- CD-ROM
  - DVD-ROM
- (Before sending any media, please scan for viruses with an up-to-date virus scanning program. If a virus is detected on your media, it will be returned to you for removal.)*

**Acceptable electronic transfer methods:**

- E-mail: image files should not exceed 15 megabytes (MB)
- File Transfer Protocol: We can download from external and even our internal FTP directories with no size limits. Please ask your sales representative for a current secure login to AQHA's FTP listing if you prefer this method.

**Acceptable color profiles and resolution:**

- All colors in a document must be defined as CMYK process colors. Spot colors must be converted to CMYK.
- Images must have a resolution/density of 300 pixels per inch or more (*your program may express it as 300 dpi or 300 ppi*)
- Web images or images from a website are unacceptable because their resolution is too low to print acceptably.

**Acceptable fonts:**

- Type1 PostScript fonts which include both the printer font and the screen font.
- TrueType fonts are **UNACCEPTABLE**.  
*(Due to time constraints, any fonts not submitted will be substituted with a similar font.)*

- 2.** Along with the digital file, a full color proof or a high resolution monochrome laser print must be submitted at 100% actual size with crop marks.

**Acceptable color proofs include:**

- Iris Proofs (with Graphic Arts inks)
- Kodak Approvals
- Imation Rainbows
- Dupont Waterproofs
- Polaroid Dryjets
- Epson Stylus 5000

- 3.** All advertising material will be stored for 2 years after the last issue in which the ad was printed and then destroyed unless written instructions for its return are received.

- 4.** When submitting ads, pay close attention to the sizes on the rate card.

**A full page ad is given as an example below.**

- A physical full page ad measures 8 1/4" x 10 1/2" (trimmed)
- The live area is 7 1/4" x 9 7/8" (text should not exceed this area)
- The bleed for a full page ad is a minimum of 1/8" past the edge of a physical page.
- With the bleed, a full page ad should measure at least 8 1/2" x 10 3/4"
- **Live area: 7 1/4" x 9 7/8" or (7.25" x 9.875")**
- **Full page: 8 1/4" x 10 5/8" or (8.25" x 10.625")**
- **Full Bleed page: 8 1/2" x 10 3/4" or (8.5" x 10.75")**