

PRINT AD SPECS

These settings will ensure the proper output of your print ad. Follow these steps before submitting your ad.

THESE SPECS ARE APPLICABLE FOR:

- Arizona Business Magazine
- AZRE: Arizona Commercial Real Estate
- Ranking Arizona
- Playball
- Experience AZ

FILE/COLOR SETTINGS

- PDF files need to be 300 DPI, CMYK, with fonts embedded and transparencies flattened.
- Full page ads need to have bleeds included (.125")
- PDF certification should be set to PDFX-1a.
- .JPG, .PSD and .TIFF files need to be 300 DPI, CMYK and with layers flattened.
- Convert any spot colors (Pantone colors) to process. (CMYK)
- Total ink coverage should not exceed 280%.
- For rich black the following is recommended:
C: 40% M: 30% Y: 20% K: 100%

Note: All images, text, borders or other design elements placed outside the safe area may be trimmed or will not appear centered.

HOW TO SEND FILES

- e-mail
- Website (azBIGmedia.com-under 'Advertising' click the "Upload Artwork" link and fill out the information that is requested.)

Note: Ads submitted as anything other than a .PDF, .JPG, .PSD, or .TIFF will be returned.

Note: Ads created and exported from such programs as Microsoft Excel, Word, etc., will produce unfavorable results in color, image placement, and/or font accuracy. Check to see if the program you are using supports exporting at high quality to a PDF or TIFF format. We recommend using applications that support industry-standard settings.

COLOR PROOFS

We can not guarantee color, image placement, or font accuracy without a hard copy of your ad.

FULL PAGE

Trim **8" x 10.875"**

Bleed **+ .125"**

Important info should not extend outside safe area **7.5" x 10.375"**

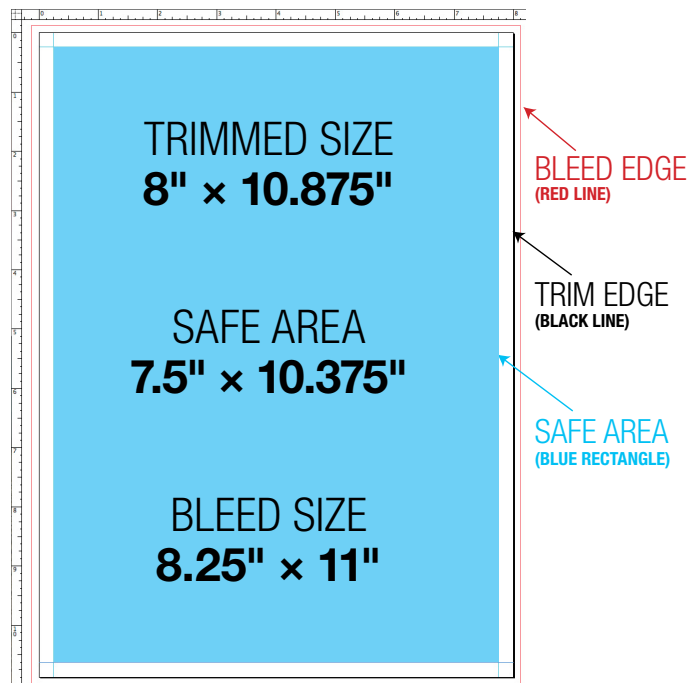
HALF PAGE

1/2 H **7.125" x 4.75"**

1/2 V **3.5" x 9.625"**

QUARTER PAGE

1/4 V **3.5" x 4.75"**



ACCEPTABLE FILE FORMATS

- .PDF** (Preferred)
- .PSD**
- .JPG**
- .TIFF**