PATERSON ALLIANCE EMA JOURNAL PRINT ADVERTISING SPECIFICATIONS

Standard publication page format: 8.5" x 11"

DOUBLE PAGE SPREAD WITH BLEED INCLUDED LIVE AREA (per page): 7" x 9.5"	LIVE AREA (per page): 7" x 9.5"	FULL PAGE WITH BLEED INCLUDED LIVE AREA: 7" x 9.5"

17" x 11"   **8.5" x 11"**

FULL PAGE NO BLEED

7" x 9.5"

1/2 PAGE HORIZONTAL

1/2 PAGE LONG VERT.

1/4 PAGE VERTICAL

1/8 PAGE HORIZONTAL

3.333" x 2.166"

7" x 4.583"   **3.333" x 9.5"**   **3.333" x 4.583"**
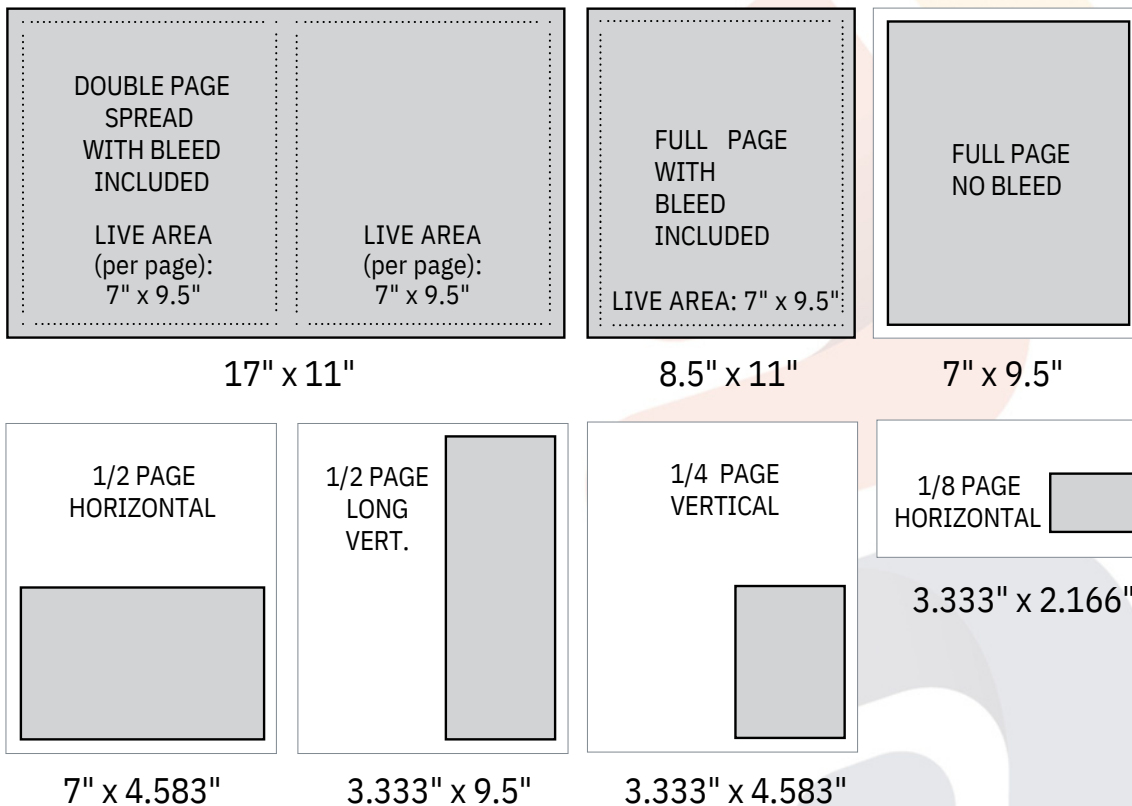
Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi.

High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing.

All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Materials

EMAIL TO: thepatersonalliance@gmail.com

Uniting nonprofit and community partners to create a vibrant Paterson.