



CRISIS NURSERY PROGRAM AD SPECIFICATIONS 2012

Trim size: 5.5" wide x 8.5" tall

MECHANICAL SPECIFICATIONS

Full Page Ad: 5" wide x 8" tall (no bleeds)

Half Page Ad: 5" wide x 3.875" tall

Quarter Page Ad: 2.3125" wide x 3.875" tall

ELECTRONIC SPECIFICATIONS

Provide all ads digitally

Preferred file format is a press-ready .pdf

Other accepted formats are .tif or .eps

If sending .tif, flatten all layers and remove extra channels

If sending .eps, convert all fonts to outlines

We cannot accept files built in Microsoft Word or Microsoft Publisher

COLOR

Program is printed in four-color process, 175 line screen

Convert all PMS colors to CMYK

A match print or Kodak approval is required to match color

Otherwise a color laser is acceptable for color ads

If providing .pdf, no other proof is required

HALFTONES/LINE SCREENS

Prepare images for 175 line screen with 350 dpi resolution

Save images as .tif or .eps, in CMYK

Line art should be scanned at a minimum of 900 dpi

COPY

Please use the following names in ad copy:

Crisis Nursery. The Friends of Crisis Nursery.

(The Crisis Nursery is incorrect.)

CREATIVE

Ads may be designed by Fervor Creative for additional fees.

Please contact Jami Pomponi Alire at Fervor Creative for more information.

480.970.1400 or jami@fervorcreative.com

DELIVERY

Fervor Creative

Attn: Linda Cornwall

7038 E. Osborn Road, Scottsdale, Arizona 85251

phone: 480.970.1400

email: linda@fervorcreative.com

Files smaller than 10mb may be emailed.

Files larger than 10mb may be delivered on CD (nonreturnable)

or via FTP (call or email for FTP info).

DEADLINE

February 15, 2012

Thank you for supporting Crisis Nursery.