

POCKET PLANNER AD SPECIFICATIONS

ADS AND BACK COVER

SIZE

- Trim: 4" w x 9" h
- Bleed: 4.25" w x 9.25" h

MECHANICAL REQUIREMENTS

- Allow 0.125" trim on all four sides for full bleed ads
- Allow 0.25" safety margin on all four sides to clear trim

COLOR

- CMYK (any PMS colors will be converted to CMYK)
- No live Illustrator, Quark, InDesign, or Photoshop files with attached fonts will be accepted
- No files with linked images or layered artwork will be accepted
- All images must be 300 dpi

ACCEPTABLE FILE FORMATS

- High resolution PDF with fonts embedded (PDF-X1a files are preferable. Color destination should be set to U.S. sheet fed)
- Flattened high resolution PSD files
- Flattened high resolution TIFF files

