

DIGITAL FILE SUBMISSION SPECIFICATIONS
2020 MASHOMACK INTERNATIONAL POLO CHALLENGE PROGRAM
Camera-ready Ad Deadline: Wednesday, May 13, 2020

AD SIZES (width by height)

INSIDE PAGES: Full Color

- Center Spread: 17" (w) x 11" (t) plus 1/8" bleed on all 4 sides (Safety area: 16.25" x 10.25")
- Full Page Ad: 7.5"(w) x 10"(h) No bleeds
- Half Page Ad: 7.5"(w) x 4.5"(h) No bleeds
- Quarter Page Ad: 3.5"(w) x 4.5" (h) No bleeds
- Banner Ad: 7.5" (w) x 2" (h) No bleeds
- Business Card: 3.5" (w) x 2" (h) No bleeds

COVERS: Full bleed color (available for Sponsor ads only; inside front & back covers; back cover)

- Trim size 8.5"(w) x11"(h)
- Bleeds 8.75"(w)x11.25"(h)
- Live area: 7.5"(w) x 10"(h) Please keep all text and important graphics within this area

1. PREFERRED APPLICATIONS

- Adobe Acrobat PDFs: press ready, fonts embedded
- Adobe InDesign, Illustrator, Photoshop

UNACCEPTABLE APPLICATIONS:

Microsoft Word (as a design file with photos/art embedded)
Publisher
Corel Draw
Macromedia Freehand
Multi-Ad Creator
Word Perfect
Powerpoint
Excel

2. IMAGE USAGE FORMAT

- Accepted: EPS, TIFF or JPG (Native AI & PS files). NO LZW.
- Unacceptable: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX
- Resolution: Gray Scale and Full Color (CMYK) Minimum 300 DPI at 100%

3. FONTS

All fonts must be converted to outline before making your PDF file

4. ADDITIONAL INFORMATION

Film or images from websites are not accepted. Digital photos: Use the largest setting, turn off date and time.

PLEASE CONTACT US WITH ANY PRODUCTION QUESTIONS.

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