

# MARYLAND PET GAZETTE 2010 EDITION

## TECHNICAL SPECIFICATIONS FOR ELECTRONICALLY-SUPPLIED ART

### Colors:

1. Interior "spot" color - **Black** plus choice of one additional color: **Yellow** (C=0, M=0, Y=100, K=0), **Green** (C=100, M=0, Y=79, K=8.5), **Red** (C=0, M=91, Y=76, K=6), **Blue** (C=100, M=0, Y=0, K=0), or **Purple** (C=79, M=100, Y=0, K=0).
2. 4-color process color page  
*Art not supplied in the correct colors will be converted and a conversion fee may apply.*

### Ad sizes (width x height):

Full page: 4.625" x 7.375" interior page column, 5.25" x 8.25" cover trim (5.75" x 8.75" full bleed)  
Half page horizontal: 4.625" x 3.625"  
Quarter page vertical: 2.25" x 3.625"  
Quarter page horizontal: 4.625" x 1.75"  
Eighth page horizontal: 2.25" x 1.75"  
Sixteenth page display classified horizontal: 2.25" x .875"

### Program files accepted, PC or Mac:

Quark Xpress versions 4 through 6.5, converted to an EPS (.eps) or PDF (.pdf) file  
Acrobat 8 PDF (.pdf); embed fonts  
Adobe Illustrator versions through CS3, saved as an Illustrator EPS file, fonts converted to outlines  
Adobe Photoshop versions through CS3, .psd or .tif (not recommended for page layout/type)  
CorelDraw versions 5 through 8  
InDesign version CS3, converted to an EPS (.eps) or PDF (.pdf) file

### Scans:

Tiff (.tif)  
Photoshop native (.psd)  
Photoshop EPS (.eps) - with 16-bit tiff preview  
Windows Bitmap (.bmp)  
Corel Photo-Paint native (.cpt)  
JPEG (.jpg) - not recommended for print output unless at high resolution

### Scan specifications:

*Do not submit images embedded in a MS Word or other word processor document.*  
*Greyscale or CMYK, 300 pixels per inch at actual print size, 8-bit mode.*  
*Line art, 1-bit b/w or monochrome, 600 pixels per inch at 100% printed size.*  
*Do not scan at lower resolution and then increase it in Photoshop or Photopaint, the result is blurry images and loss of detail.*

### Vector Art: *Fonts used need to be converted to outlines or supplied.*

EPS (.eps) - with preview  
Illustrator (.ai)  
CorelDraw (.cdr, .cmx, .wmf)

### Fonts (embedded fonts preferred):

For PC: TrueType fonts (.ttf, 1 suitcase file per font)  
For Mac: PostScript Type 1 (.pfm and .pfb, 1 font suitcase and screen file, printer files for each weight)

### Compression files:

For PC: WinZip  
For Mac: Stuffit or ZipIt

### Files accepted on these storage mediums:

CD  
Email attachment (generally for smaller files only; All fonts must be included, compressed or embedded)

**ALL DISKS SHOULD BE MARKED WITH PLATFORM, PROGRAMS, AND FILES, AND SHOULD BE ACCOMPANIED WITH A HARD COPY PRINTOUT.**