

SPECIFICATIONS

MECHANICAL REQUIREMENTS

MATERIALS

PDF Files are preferred. The following formats are accepted:

PDF

Original artwork 300 dpi at 100%
 PDF files should be set to the following settings:
 Fonts: Embedded, Compression: None, Color: CMYK

JPEG

Saved with image quality set to maximum
 Color mode set to CMYK
 Original artwork 300 dpi at 100%

ILLUSTRATOR

Illustrator files accepted for line art
 Colors and images set to CMYK and fonts saved to outlines

QUARKXPRESS & INDESIGN (Mac format only)

Files must include all PostScript format fonts and high resolution images
 Colors and images set to CMYK
 Original artwork 300 dpi at 100% saved as EPS or TIFF

SEND MATERIALS TO:

BrainstormNW
 ATTN: Advertising Production
 393 N State Street
 Lake Oswego, OR 97034
 Phone: 503.675.7366
 Fax: 503.675.7368

SEND ELECTRONIC FILES TO:

Attn: Ad Production
 joanne@brainstormnw.com
 Phone: 503.675.7366
 Fax: 503.675.7368

SIZE	NON-BLEED	BLEED	TRIM SIZE
Full page	7.375 x 9.875	8.625 x 11.125	8.375 x 10.875
Half page (corner)	4.75 x 7.25		
Half page (horizontal)	7.375 x 4.75	8.625 x 5.5	8.375 x 5.25
Half page (vertical)	3.5 x 9.875	4.25 x 11.125	4 x 10.875
Third page (horizontal)	4.75 x 4.75		
Third page (vertical)	2.25 x 9.875	2.875 x 11.125	2.75 x 10.875
Fourth page (horizontal)	7.375 x 2.25	8.625 x 2.875	8.375 x 2.75
Fourth page (vertical)	3.5 x 4.75		
Sixth page (vertical)	2.25 x 4.75		
Sixth page (horizontal)	4.75 x 2.25		
Business card	3.5 x 2.25		
Spread (full bleed)		17 x 11.125	16.75 x 10.875
Spread (gutter bleed)	15.75 x 9.875		