

Ad formats accepted:

- Ads must be at least 240 dpi (300 dpi preferred), 4-color process
- Ads must be built to specifications, at 100%
- NO Crop marks
- PDF X1/a, TIFF, or JPEG files only
- If an RGB ad is submitted, PBNHS is not responsible for any shift in color when converted to 4-color process

FULL PAGE AD WITH BLEED Specifications

AD SIZE (trim) →

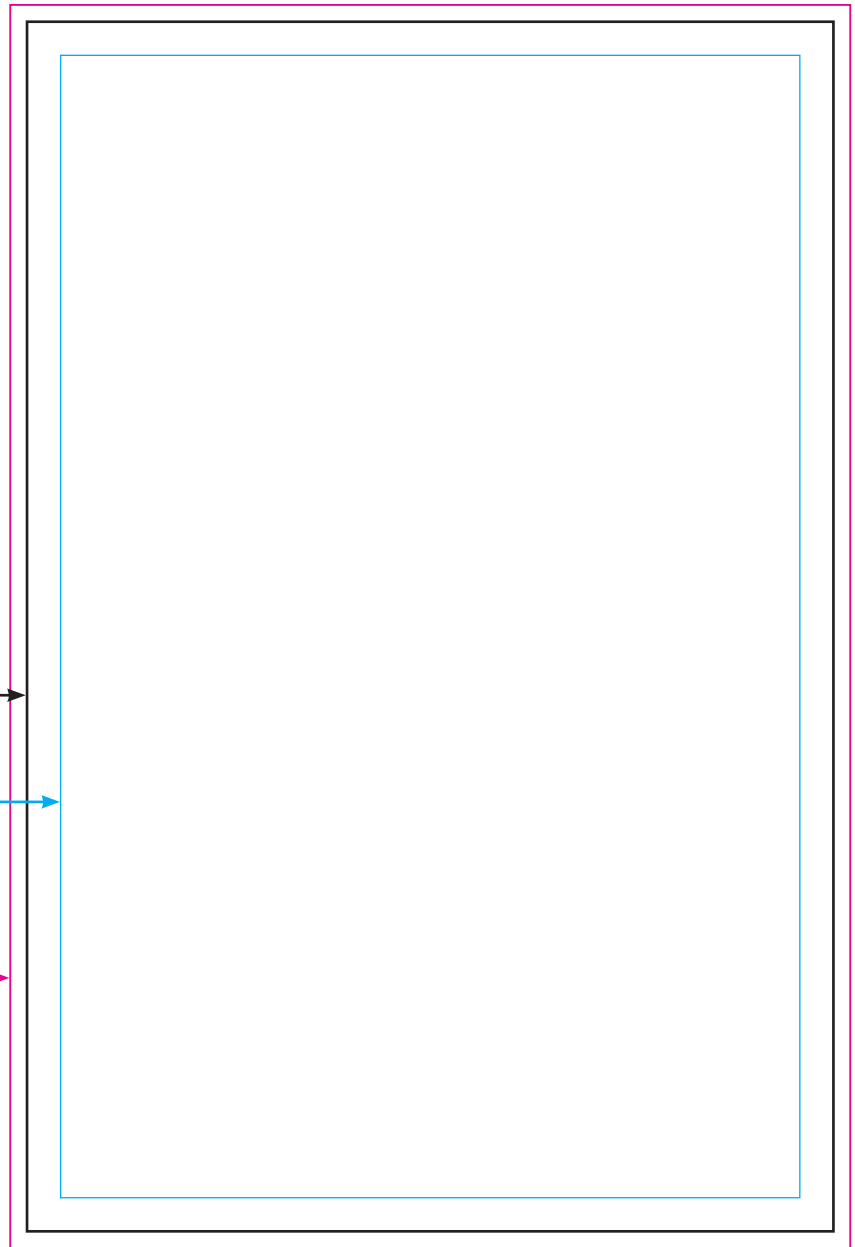
- 6 inches X 9 inches Vertical

SAFE MARGIN (live area) →

- Please keep all important text at least .25 inches from trim: Live area size: 5.5 inches X 8.5 inches

Ad Bleed (Bleed area) →

- .125 inches past trim
- **FINISHED ad size with bleed:**
6.25 inches X 9.25 inches



HALF-PAGE AD SIZE →

- 5.5 inches X 4.125 inches

