

Silk Purse Women®

Powerful, Over 40 and Amazing

Mechanical Requirements (in inches)

2 Page Spread

14.5 X 9.75 (live size)

Trim Size 16.5 X 10.75

Bleed Size 17 X 11

Half Page - Horizontal

7.5 X 4.75

Half Page - Vertical

3.625 X 9.75

Full Page

7.25 X 9.75 (live size)

Trim Size 8.25 X 10.75

Bleed Size 8.5 X 11

1/4 Page

3.625 X 4.75

Advertising Technical Requirements

Ad files must have all high-resolution images and all fonts included. Save spread ads as one file.

Files & Programs: (Mac and PC)

- High-resolution PDF
- QuarkXPress (include ALL fonts and images).
- Adobe Illustrator (EPS; convert all text to outline).
- TIFF or EPS files.
- We do not accept film for ad submission. Only digital.

Screen Requirements:

150 line screen for all ads.

Fonts:

- Include both screen and printer elements.
- Do not stylize fonts from program palette.

Images:

- CMYK or Grayscale Photoshop or Illustrator format (Press Ready PDF Preferred).
- Images must be 300dpi or higher. (72dpi is low resolution)

Proofs:

- Provide color or b/w digital proof from furnished file at 100%.

Traffic Instructions

All materials must be received by advertising deadline.

Media:

- Files under 20MB, email to: ads@silkpursewomen.com
- Files over 20MB must be supplied on a CD or via FTP. For FTP information please contact: *Silk Purse Women*

Proofs:

- Provide color or b/w digital proof from furnished file at 100% of final size.

Shipping Instructions

Silk Purse Women
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www.silkpursewomen.com