

# Stampington & Company<sup>®</sup>

## AD MECHANICAL SPECIFICATIONS

Stampington & Company's art department is a Macintosh environment. All PC files should be converted to Macintosh readable files before being submitted for publication. Please have a service bureau near you convert files to the appropriate type, if necessary.

### FILE TYPES

TIFF  
PDF (use high quality print setting)

### MEDIA

Compact Disk  
FTP  
E-mail (under 3 mb)

### FILE SIZE/RESOLUTION

300 dpi (at full size)

Please make sure that you create your ad to be print ready for publishing. The original ad needs to be created at full print size and 300 dpi. Images created at any resolution lower than 300 dpi will print blurry and or pixelated. Do not size up low resolution images to 300 dpi as this will also result in poor print quality.

### E-MAIL OR FTP

Ad files are accepted via e-mail—in order to meet deadlines—if they are under 3 megabytes. Files larger must be sent on disk or via FTP. Please contact your advertising representative to set up an FTP account. All files sent through cyberspace must be accompanied by a faxed print for proofing accuracy. Stampington & Company is not responsible for files that are corrupt or become unreadable via Internet transfer.

### ADDITIONAL FEES

Preflight production (checking files, ad placement) is included in the cost of your ad. Any additional production time (files improperly formatted, corrupt, not sized to spec) will be billed at \$60.00 per hour in 15 minute increments. You will be contacted before any additional charges are incurred.

### FILE REQUIREMENTS CHECKLIST

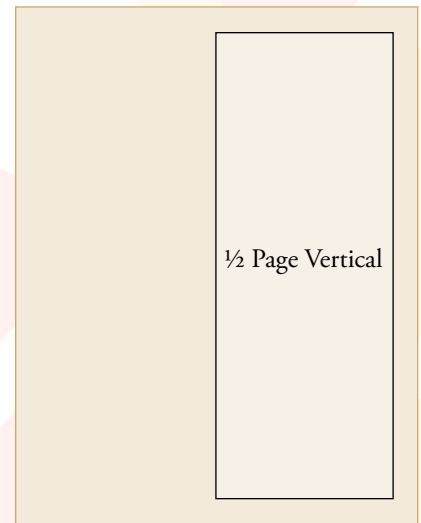
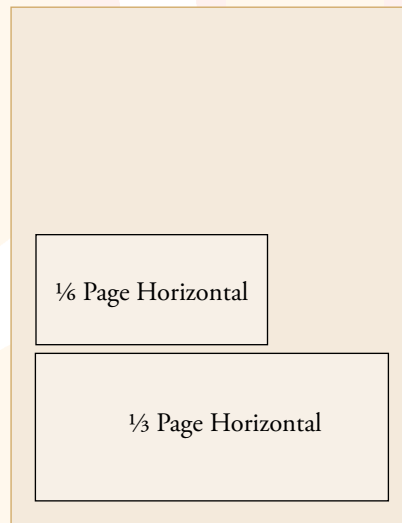
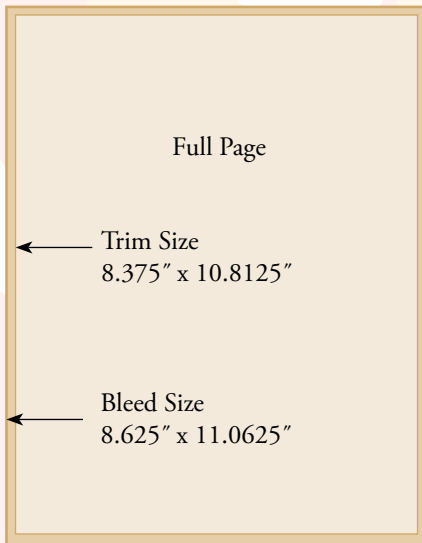
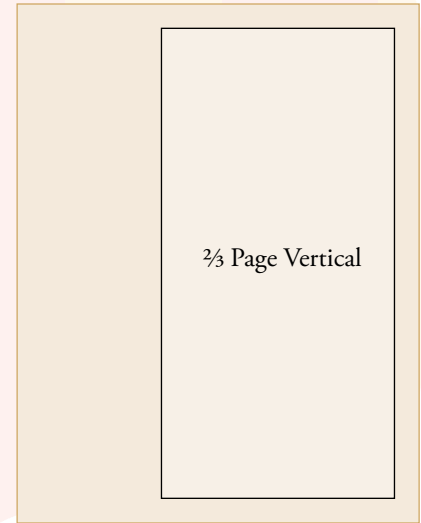
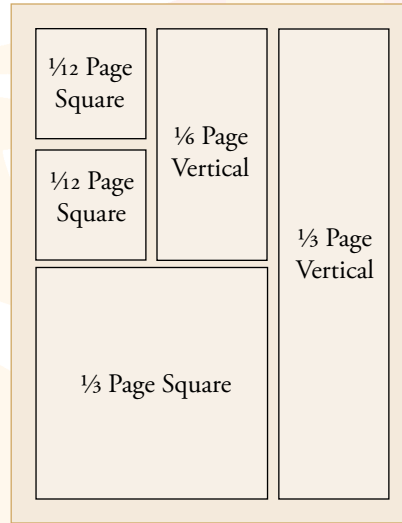
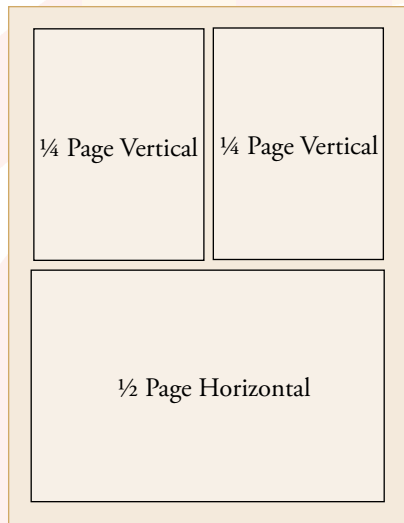
#### Make sure your ad files include the following:

- A list of contacts for the ad. Include the advertiser, advertising agency or ad designer and phone number for each.
- All files must be submitted by e-mail, FTP or CD.
- A color hardcopy printout of ad required for proofing purposes.
- Conversion to CMYK or grayscale. No RGB or Pantone; CMYK only.
- All files are converted to TIFF or high resolution PDF.
- Copy for full page ads must fall within ¼" margin from trim to avoid cropping during trim stage.
- Full page ads — Add ⅛" bleed all the way around so image will extend past page size.

# Stampington & Company<sup>®</sup>

Contact Our  
Advertising Department at:  
U.S. toll-free (877) STAMPER (782-6737)  
PH: (949) 380-7318 FAX: (949) 470-2977

## AD MECHANICAL SPECIFICATIONS



Ad Size* in inches	W	X	H		W	X	H
Full page trim	8.375	x	10.8125	1/3 page square	4.8438	x	4.8438
Full page with bleed	8.625	x	11.0625	1/3 page horizontal	7.375	x	3.0938
Full page live area	7.375	x	9.8125	1/4 page vertical	3.563	x	4.8438
2/3 page vertical	4.875	x	9.8125	1/6 page vertical	2.313	x	4.8438
1/2 page horizontal	7.375	x	4.8438	1/6 page horizontal	4.8438	x	2.313
1/2 page vertical	3.563	x	9.8125	1/12 page square	2.313	x	2.313
1/3 page vertical	2.313	x	9.8125				

\*Measurements for ad sizes are NOT to be inverted.