

PRINT AD GUIDELINES

APPLICATIONS

Adobe Acrobat, Illustrator, InDesign, Photoshop, QuarkXPress.

PREFERRED FORMAT

PDF (Press Optimized with no RGB or Spot Colors).

Photoshop files created for any ad configuration that contains a bleed, must be set to bleed size before saving as a PDF.

OPEN FILES

Collect all elements used to construct the file: layout, images, art and fonts.

Export InDesign Documents as "InDesign Interchange" (.inx) files.

IMAGE FORMATS

300 DPI or higher. Image Mode is CMYK Color or Grayscale. Color Type is Process.

COLOR

All ads must be converted to CMYK. The use of Pantone/Spot colors may incur additional charges if used. Please do not use "Registration Black" in your designs (C=100, M=100, Y=100, K=100). If you want a dark rich black, please use a rich black mix such as C=25, M=25, Y=30, K=100. This will ensure there are no issues on the press.

FONTS

Do not apply "Style Attributes" to copy (Bold, Italic, etc.). Use the actual Bold or Italic font.

TRAPPING

Set all type and elements on top layers to knockout. If overprint is specified for desired effect, do not knockout.

PROOF

Submit PDF file or hard copy. Include additional instructions on proof.

SUBMISSION

Please email your ad to: admin@mgigmedia.com. If you have any questions, please contact Eric Gesualdo at: egesualdo@mgigusa.com or by phone at 727-612-8826.

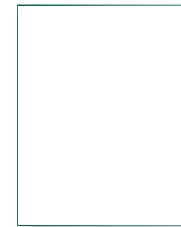
AD SIZES

Live Area for Full Page is 7"x10"

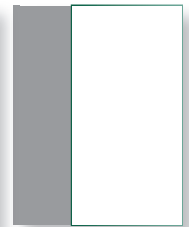
Live Area for Two Page Spread is 15"x10"



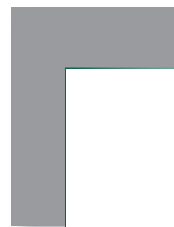
Two Page Spread
*15.75 x 10.75"



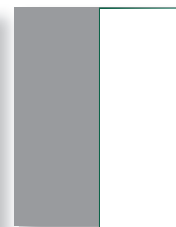
Full Page
*7.875 x 10.75"



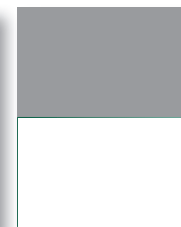
2/3 Vertical
4.5625 x 10"



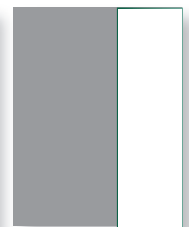
1/2 Island
4.5625 x 7.5"



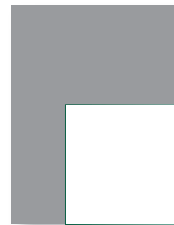
1/2 Vertical
3.375 x 10"



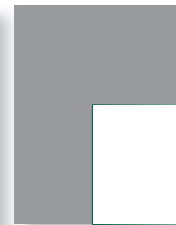
1/2 Horizontal
7 x 4.875"



1/3 Vertical
2.1875 x 10"



1/3 Square
4.5625 x 4.875"



1/4 Vertical
3.375 x 4.875"



1/2 Horizontal Spread
14.875 x 4.875"
**15.75 x 5.25"

* For Bleed Settings add 1/8" (.125") to Top, Bottom, and Sides

**Document Trim Size for Bleed, then add 1/8" (.125") to Top, Bottom, and Sides